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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. In Q2 2016, the Project launched to approximately 275,000 customers in Con Edison’s Brooklyn and Westchester territories. In Q3, eligible customers began receiving solar panel targeted offerings in their Home Energy Reports. Also in Q3, customers began receiving High Usage Alerts (email alerts informing customers when they are on track for a high bill) and direct small product purchases (light bulbs, power strips and thermostats) were enabled on the Marketplace Storefront.1 In Q4, targeted offerings for Wi-Fi thermostats, Sealed home services, and Con Edison’s online Marketplace were promoted through print and digital Home Energy Reports.

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.

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1 The Marketplace is an online portal that allows customers to browse energy efficient products and services across a variety of categories (e.g., energy score or price) to drive energy efficiency outcomes in their home. The Marketplace provides an automated recommendation engine for product searches, product-specific energy information, including efficiency and incentive details for specific products, as well as local stores and referrals to online and offline retailers for purchasing products. The Marketplace Storefront is a feature enhancement enabled in July 2016 that allows customers to purchase specified small efficiency products (e.g., light bulbs, thermostats, power strips) directly on the Marketplace.
This accounting procedure establishes a standardized framework that will govern how the Company categorizes and allocates the costs of the REV demonstration projects, and will facilitate 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 targeted residential customers in selected areas of Con Edison’s service territory with a set of tools designed to proactively connect them 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, digital, and the online Marketplace, and are administered by Con Edison’s partner in the Project, Opower.

In Q4 2016, the Project successfully launched targeted offerings in print and digital Home Energy Reports for Sealed home services, Wi-Fi thermostats, and Marketplace. In early October, eligible customers began receiving print/digital Home Energy Reports with Wi-Fi thermostat and Marketplace targeted offers. Sealed offers went out to eligible customers beginning in late October. At this time, Con Edison has acquired qualified leads and product sales for all DER partners.
2.0 CONNECTED HOMES – QUARTERLY PROGRESS

2.1 DEMONSTRATION HIGHLIGHTS

2.1.1 Since Previous Quarter – Major Tasks Completion

- Launched the Sealed home services, Wi-Fi thermostat and Marketplace targeted offering campaigns; fully trained call center personnel; sent customers communications; and developed weekly reports in conjunction with DER partners to monitor progress.
- Added link to Con Edison’s REV Demo video to email Home Energy Reports and email High Usage Alerts (see Appendix B).
- Promoted additional energy efficiency programs through custom marketing modules in the paper Home Energy Report (refrigerator recycling, appliance rebates, and furnace/boiler rebates)
- Collected inputs and completed configurations for the second-generation paper Home Energy Report (HER 2.0), going out to customers in Q1 2017. See Section 2.1.4 Next Quarter Forecast for a detailed description of HER 2.0.
- Launched holiday promotions during Black Friday / Cyber Monday period for Wi-Fi Thermostats on the Marketplace Storefront.

2.1.2 Activities Overview

In this quarter, the Project team finalized and sent creative targeted offering campaigns for Sealed home services, Wi-Fi thermostats, and the Marketplace. These campaigns included three custom digital marketing modules within email Home Energy Reports, one custom paper insert and two custom print marketing modules within the paper Home Energy Reports. For sample creatives, see Appendix A: Marketplace, Thermostat and Sealed sample Targeted Offering Home Energy Report (print). Along with the creatives, the Project team prepared weekly reports to monitor progress and to inform program design decisions.

In addition to promoting targeted offers, the team sent energy efficiency marketing modules to promote other Con Edison programs, such as refrigerator recycling, appliance rebates, and furnace/boiler rebates. All inputs were gathered for the upgraded version of the paper Home Energy Report (HER 2.0), scheduled to go out to customers in February 2017. See Section 2.1.4 Next Quarter Forecast for a detailed description of HER 2.0.

The team also negotiated special offers with Nest and ecoBee to run associated Black Friday / Cyber Monday holiday marketing campaigns for Wi-Fi thermostats on the Marketplace Storefront in November. This campaign resulted in 55 transactions, 72 thermostats sold and 310 clicks to the Bring Your Own Thermostat program (“BYOT”).
Con Edison Marketing Initiatives:

Display

- General Marketplace display ads ran with CBS and NY Daily News 8/15/2016 –12/16/2016
- Black Friday/Cyber Monday ads which ran from 11/23/16-11/30/16

Social

- Marketplace ads on Facebook ran from 8/15/16 - 11/30/16, including the Black Friday/Cyber Monday ads which ran from 11/23/16 - 11/30/16
- Tested the messaging effectiveness of ads that featured products vs. ads with people and products through an A/B test; products highlighted included air conditioners, gas/water heaters and dish/clothes washers

Corporate

- On 10/19/16, a 15-second video was launched on the Con Edison Twitter account
- On 10/19/16, a thirty-second video was launched on the Con Edison Facebook account
- A press release on 12/2/16 “FOUR HOLIDAY ENERGY TIPS” included Marketplace
- Bill envelopes promoted the Marketplace in December (see Appendix C).
2.1.3 Key Metrics

In Q4, the project began to see noticeable results described below from the targeted offerings in the Home Energy Reports and other marketing efforts. For additional details on program results to date, see Appendix E: Full list of metrics and results.

Customer Communications:

The following communications were sent to customers in Q4:

- Over 887,996 Home Energy Reports: 379,439 print and 508,557 digital
- 26,948 digital High Usage Alerts
- Over 95,000 customers received targeted offerings for SunPower solar panels
- Over 39,000 customers received targeted offerings for Sealed home services
- Over 101,000 customers received targeted offerings for Wi-Fi thermostats
- Over 81,000 customers received targeted offerings for the Marketplace
- On average, customers opened eHERs (the digital version of Home Energy Reports) at a rate of 42.18 percent
- High Usage Alerts had a 34.04 percent open rate

Purchases and Leads:

- Solar Panels:
In Q4, the project team recorded 106 qualified solar leads, 53 solar appointments, and one solar purchase.

- Sealed Home Services:
  - In Q4, the project team recorded 110 qualified Sealed leads, 49 assessments, and one upgrade project purchase and installation.

- Marketplace Storefront Sales:
  - In Q4, the team recorded 154 orders for 534 light bulbs, 108 thermostats and 12 power strips. All purchases were made directly on the Marketplace Storefront. The Marketplace also generated 930 leads to Con Edison’s BYOT program.

**Digital Customer Engagement:**

The number of unique visitors and page views on Con Edison’s Marketplace more than doubled from Q3, bringing the total visitors since launch (in Q3 2016) to 177,681 and total page views to 326,459, with customers spending on average 1 minute and 34 seconds on the website.

Con Edison’s Marketplace (and Storefront) also raise awareness of other Con Edison programs and track actions taken by visitors. Since inception, 1,472 Marketplace visitors have clicked through to Con Edison’s large appliance rebate offers, and 1,171 smart thermostat shoppers on Con Edison’s Marketplace Storefront sought out information on the BYOT program.

Customers are becoming increasingly engaged on the web insights portal. Over 73 percent of customers who log into the website take an action (e.g., check off a tip or make a savings commitment). This is a four percent increase since Q3 2016. Thirty percent of customers who log in check off a tip (a seven percent increase since Q3 2016), and 56 percent of customers who log in start the “What Uses Most” online audit (a two percent increase since Q3 2016).

**DER Market Activation:**

During Q4, Con Edison’s Marketplace channeled customers nearly 69,000 times to third-party retail websites. The most popular Marketplace categories were light bulbs, clothes washers and dishwashers. In addition, Enervee’s Charge integration, a widget for e-commerce sites that intuitively informs customers about relevant energy rebates, began alerting Con Edison customers through four retailers and one product review site to available rebates on large appliances.

**Energy Savings:**

Since the launch of the behavioral Home Energy Report program, customers have saved over 12,288 MWh of electricity (July-December). In Q4 alone, customers have saved over 4,908 MWh with a 1.04 percent average savings rate.

Estimated indirect energy savings associated with Marketplace Storefront sales in Q4 are 325 MWh and 104,236 Therms on a lifetime basis.
Greenhouse Gas Emissions Reductions:

The behavioral and indirect energy savings through the Marketplace Storefront are estimated to have avoided 7,702,020 pounds of carbon dioxide, 128.54 pounds of methane and 14.54 pounds of nitrous oxide emissions in Q4. The behavioral program generated 6,134,525 pounds of carbon dioxide, 121.24 pounds of methane and 13.74 pounds of nitrous oxide emissions. The Marketplace Storefront contributed 1,567,495 pounds of carbon dioxide, 7.3 pounds of methane and 0.8 pounds of nitrous oxide emissions.

2.1.4 Next Quarter Forecast

In Q1 2017, the Project will launch the second, five-touchpoint campaign to eligible customers receiving Sealed, Wi-Fi thermostat and Marketplace targeted offerings. Based on A/B messaging test learnings, the team will adjust the 2017 program design to reflect the more effective messaging strategy for each marketing campaign (e.g., Sealed home services targeted offerings will focus on the comfort message as opposed to the savings message in 2017).

In February, customers will receive their first paper, second-generation Home Energy Report (HER 2.0). The HER 2.0 has many of the same features as the initial Home Energy Report, but has a few key enhancements. The new report has a fresh, modern design and doubles down on behavioral science to make the report even more user-friendly. The template reads more like a story, with bold blue headers helping customers identify what’s in each section and connect all the different pieces of information be given to them. The new report template also brings two relevant tips from efficient neighbors to the front of the report, drawing attention to the call to action up front and building on the behavioral science principle of social proof. Another enhancement of HER 2.0 is the native-looking ads. Native ads are ads that look “native” to the other content on the page. They are blended seamlessly with the rest of the report so as to avoid banner blindness, the phenomenon that customers overlook or ignore information that appears to look like banners or ads. Lastly, the report experience on HER 2.0 evolves over time, depending on the season, and targets customers at the moments that matter the most.

Planned Q1 2017 activities for the Marketplace/Storefront include:

- An additional “Wi-Fi enabled” filter attribute will be added to Marketplace, which will allow users to easily search for Wi-Fi enabled washers, dryers and refrigerators.

- Additional product categories will be added to the Marketplace in Q1 to expand the number of energy efficient offerings available to customers.

- Cosmetic modifications to Marketplace Storefront will be implemented to better highlight the platform as an e-commerce opportunity for shoppers and increase sales volumes.
• The Marketplace 2.0 platform will be launched, which will provide an updated, mobile-first design with a much more intuitive and seamless user experience that encourages users to establish shopper profiles. Profiles will unlock new functionality for users (save shopping searches, store favorite products, receive price alerts) and improve the team’s ability to personalize offers and develop new services that customers value. Marketplace 2.0 will also allow Con Edison to develop new revenue generation channels.

The Project team is also evaluating opportunities to implement trial projects associated with the Marketplace, including:

• Solar systems sign-ups
• Home assessments sign-ups
• Energy Efficient Kits for special segments of the customer base

Planning is underway to best align the Con Edison and Marketplace marketing campaigns, adjust the marketing budget allocation, and initiate new channels focused on driving Marketplace Storefront purchases. Specifically, the use of e-commerce-oriented email campaigns using Con Edison customer email lists and promoted through associated sweepstakes and other targeted digital marketing campaigns is expected to both drive more traffic to the Marketplace, as well as to significantly increase the volume of Marketplace Storefront sales. These campaigns will also build on Marketplace 2.0’s price alert and saved search email functionality, which will serve to enhance customer engagement and increase existing user return visits.

Separate planning has begun to determine the best method of leveraging Marketplace’s existing integrated approach to rebate processing to streamline customer experience, as the current rebate process is not end-to-end and customers are currently sent to a third-party site where they must download a paper form to apply. Implementation of the improved rebate process is expected by Q2 2017.

### 2.1.5 Checkpoints/Milestone Progress

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<th>Checkpoint/Milestone</th>
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</tr>
<tr>
<td>Channel and Messaging Effectiveness:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Motivation</td>
<td>Phase 2 Midpoint / End</td>
<td>![Green] ![Green] ![Green]</td>
</tr>
<tr>
<td>Digital Engagement:</td>
<td></td>
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<tr>
<td>Integrated Online Experience</td>
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<td>Revenue Realization:</td>
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<tr>
<td>New Business Models</td>
<td>Phase 2 Midpoint / End</td>
<td>![Green] ![Green] ![Green]</td>
</tr>
</tbody>
</table>
### 2.1.6 Planned Activities

#### 2.1.6.1 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.

#### 2.1.6.2 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.

2.1.6.3 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.

2.1.6.4 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 (A/B tests, digital and paper channels) 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.

2.1.6.5 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.
2.1.6.6 **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.

2.1.7 **Changes to Project Design**

Upgrades to the Marketplace will be made to integrate rebate processing capabilities to architect an improved 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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<th>Status</th>
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<th>2015</th>
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<td>Q1</td>
<td>Q2</td>
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</tbody>
</table>

Budget information is being filed confidentially with the Commission.

2.3 CONCLUSION

2.3.1 Lessons Learned

After conclusion of the 2016 targeted offering campaigns, the Project team evaluated performance and will adjust the program design in 2017.
For the solar campaign, the “solar is trending” messaging strategy drove more engagement than the “solar helps you save” messaging strategy; due to this finding, the team will be shifting the creatives to reflect these results. Nearly 80 percent of qualified leads were generated through digital clicks, highlighting the importance of digital channels as a critical method to engage customers.

The Wi-Fi thermostat campaign also tested out two messaging strategies: “Wi-Fi thermostats are smart” and “Wi-Fi thermostats put you in control.” The “smart” messaging strategy was more effective than the control strategy, so the team will be sending communications using the smart strategy moving forward.

The Sealed campaign’s most effective messaging strategy was the “comfort” messaging strategy, over the “energy waste” messaging strategy. The comfort message had a greater inbound response rate by approximately 2:1. The 2017 communications for Sealed will focus on comfort messaging to maximize customer engagement. The email response rate was also more impactful compared to the paper communications by approximately 2:1.

Analysis of Q4 Marketplace marketing results has confirmed the success of efforts to drive general traffic to the site, with over 126,000 visits (equating to 218,000 page views) tracked for the period. The team expects to be able to drive even more significant traffic in 2017 Q1, especially if marketing resources can be expanded beyond Brooklyn and Westchester.

Q4 results for driving required sales volumes on Marketplace Storefront continue to fall short of desired objectives. The team is focused on modifying marketing allocations and channels to better target campaigns and promotions centered on Marketplace Storefront awareness and engagement.

The team has also highlighted the need for all marketing efforts to be effectively tagged to enable post-event source tracking and attribution.

### 2.3.2 Recommendations

Con Edison and Marketplace activities need to be better aligned, with a focus on increased use of video, improved Facebook campaigns, specific category and general display ad campaigns, expanded use of banner display ads to promote Marketplace, and use of coupon-oriented Marketplace Storefront promotional campaigns. Based on the Q4 marketing results, joint planning is being finalized to coordinate a consolidated 2017 Con Edison - Marketplace marketing plan, with resources and channel adjustments being made to better target in-market users and shoppers and to dramatically increase sales volumes. These activities will augment the broader goal of establishing e-commerce-oriented email campaigns using customer email lists and associated promotional sweepstakes.

The team also recommends leveraging Marketplace’s integrated end-to-end capabilities to establish a rebate processing solution to address the Commission’s direction to provide an improved customer experience. Marketplace 2.0’s user-
friendly features that enhance the full customer journey, from research to shopping to rebate processing, will provide a seamless process within a single platform, will expedite rebate payments to customers, and will significantly increase customer satisfaction.

2.4 INCLUDED APPENDICES

Appendix A: Marketplace and Thermostat Targeted Offering Home Energy Reports (print)

Appendix B: High Bill Alert with REV Demo video link and targeted offering for Marketplace

Appendix C: Appendix C: Con Edison Bill Envelope with Marketplace promotion (December 2016)

Appendix D: Full list of metrics and results

Appendix E: Description of Phases
Appendix A: Thermostat and Marketplace Targeted Offering Home Energy Report (print, front page only)

Your Home Energy Report
Account number: XX-XXXX-XX60-0003-9
Reference number: 001-100-000-320-148
Report period: 07/26/16-09/22/16

We are pleased to provide you periodic, personalized Home Energy Reports to help you make smart energy saving decisions.

If you have any questions about these reports, you can contact us at 1-212-460-4738 or energyreports@conEd.com.

For a full list of energy programs, services, and products for purchase, including rebates from Con Edison, visit energyreports.conEd.com.

Last 2 Months Neighbor Comparison
You used 34% more electricity than your efficient neighbors.

Efficient Neighbors 739 kWh*
YOU 980
All Neighbors 1,576

* kWh: A 100 Watt bulb burning for 10 hours uses 1 kilowatt hour.

Who are your Neighbors?
- Efficient Neighbors: The most efficient 20 percent from the “All Neighbors” group.
- All Neighbors: Approximately 100 occupied apartments or condos that have electric heat and are either in the same building or nearby (avg. 0.34 mi away).

Get ideal room temperatures anytime.
Have you considered a smart thermostat?
It can make being at home even more enjoyable. Here’s how.

- Programs itself after learning about your energy use.
- Adjusts temperatures automatically within days.
- Can be controlled with WiFi using your computer or phone.

Discover more about smart thermostats online at marketplace.conEd.com/mytemp.

Turn over for savings
Your Home Energy Report
Account number: XX-XXXX-XX07-0000-4
Reference number: 001-100-000-945-651
Report period: 07/26/16-09/22/16

We are pleased to provide you periodic, personalized Home Energy Reports to help you make smart energy saving decisions.

If you have any questions about these reports, you can contact us at 1-212-460-4738 or energreports@conEd.com.

For a full list of energy programs, services, and products for purchase, including rebates from Con Edison, visit energreports.conEd.com.

Last 2 Months Neighbor Comparison

You used **17% more** electricity than your efficient neighbors.

<table>
<thead>
<tr>
<th>Efficient Neighbors</th>
<th>423 kWh*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOU</strong></td>
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<tr>
<td>All Neighbors</td>
<td>786</td>
</tr>
</tbody>
</table>

* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

How you’re doing:

- Great ☑️
- Good 😊
- More than average

Who are your Neighbors?

- **All Neighbors**: Approximately 100 occupied apartments or condos that have gas heat and are either in the same building or nearby (avg. 0.08 mi. away).
- **Efficient Neighbors**: The most efficient 50 percent from the “All Neighbors” group.

The smart energy products you need—all in one place.

Shop online at Con Edison’s Marketplace to easily compare and buy the high-efficiency products you use every day.

- **Find essentials** such as LED bulbs and smart power strips.
- **Browse Energy Scores** to compare efficiency ratings.
- **Purchase directly** from Con Edison and receive rebates.

Energy savings are waiting for you online. Visit marketplace.conEd.com/onestop today.

Turn over for savings ➔
Appendix B: High Bill Alert with REV Demo video link and targeted offering for Marketplace

Due to cooler weather, you’re trending toward higher energy usage

This month was an average 14°F cooler than last month

This month’s projected electricity use

This month

Today

Last month

250 kWh

For billing period beginning December 4, 2016
Watch our video to learn more

This alert is designed to help you take control of your energy use and save on your energy bill. We use your past year of electric use and weather data to determine if you may be on track for a high bill. If you would prefer not to receive these alerts, you can unsubscribe here.

If you are a Level Payment customer, your costs may increase in the future if you use more energy than usual.

Shop simply—and save more energy.
Make Con Edison’s Marketplace your one-stop online resource for high-efficiency products.

Find the specialty LED lightbulbs you need. We carry a variety of sizes, shapes, and illuminations so you can save energy indoors and outdoors.

Get a smart power strip for each room. When your appliances are idle, a smart power strip shuts off their power until they’re turned on again.

Browse large appliances. You’ll find many deals from your favorite local retailers. After you buy, you can claim rebates from Con Edison.

BLOG PRODUCTS NOW

Unsubscribe
Manage preferences
Con Edison – Home Energy Report
4 Irving Place New York, NY 10003
Copyright 2016 Opower. All rights reserved.
Cost and energy projections are estimates only, not an assurance of what your actual bill will be. Your actual bill may vary due to factors like your actual usage, taxes, and fees.
Appendix C: Con Edison Bill Envelope with Marketplace promotion (December 2016)

Switch & save with LED lighting!

marketplace.coned.com

@Find Instant Rebates
## Appendix D: 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 (Stage Gate to Next Phase)</strong></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>
</tr>
<tr>
<td><strong>Key Elements</strong></td>
<td><strong>Platform provider contracted</strong></td>
<td><strong>Develop platform</strong></td>
<td><strong>Evaluate response of specific audiences to</strong></td>
<td><strong>Learn how to leverage more granular customer data</strong></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>
</tr>
<tr>
<td>Checkpoint</td>
<td>Category</td>
<td>Metric</td>
<td>Definition</td>
<td>Reporting Cadence</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>DER Sales: Market Animation and Customer Choice &amp; Digital Engagement:</td>
<td></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>
</tr>
<tr>
<td>Integrated Online Experience</td>
<td></td>
<td>Total number of impressions</td>
<td>Total number of paper and digital communications sent to customers</td>
<td>Quarterly</td>
</tr>
<tr>
<td></td>
<td>Awareness</td>
<td>Open rates (Email Home Energy Reports)</td>
<td>Percent of customers who open email Home Energy Reports (eHERs)</td>
<td>Quarterly</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>
</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>
</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>
</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>
</tr>
<tr>
<td></td>
<td>Leads and</td>
<td>Qualified solar</td>
<td>Number of qualified leads from</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Checkpoint</td>
<td>Category</td>
<td>Metric</td>
<td>Definition</td>
<td>Reporting Cadence</td>
</tr>
<tr>
<td>------------</td>
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<td>--------</td>
<td>------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Acquisitions</td>
<td>leads generated</td>
<td>the targeted offerings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solar installations reported</td>
<td>Number of installations</td>
<td>Quarterly</td>
<td>1 solar installations.</td>
<td></td>
</tr>
<tr>
<td>Thermostats sold</td>
<td>Number of thermostats sold through the targeted offerings</td>
<td>Quarterly</td>
<td>108 thermostats sold.</td>
<td></td>
</tr>
<tr>
<td>Recipients and controls</td>
<td>Number of leads and acquisitions among recipient customers and control customers</td>
<td>Quarterly</td>
<td>Recipient and control purchase and lead comparisons will occur in 2017 once the team has refined the customer matching process.</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>
</tr>
<tr>
<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>
</tr>
<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>
</tr>
<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>
</tr>
<tr>
<td></td>
<td>Demand</td>
<td>Demand savings generated by customers as a result of</td>
<td>Monthly</td>
<td>6.66 total MW in Q4: 2.13 MW in October, 2.08 MW in November, and 2.44 MW in</td>
</tr>
<tr>
<td>Checkpoint</td>
<td>Category</td>
<td>Metric</td>
<td>Definition</td>
<td>Reporting Cadence</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Savings (MW)</td>
<td>participating in the program</td>
<td>December.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Indirect energy savings (Marketplace Storefront sales)</td>
<td>Total kWh savings from product sales from the Marketplace Storefront</td>
<td>Quarterly</td>
</tr>
<tr>
<td></td>
<td></td>
<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>
</tr>
</tbody>
</table>

## Footnotes

- **Checkpoint**: The specific point or stage in a process or project that is being measured or evaluated.
- **Category**: The general field or area within which the checkpoint is situated.
- **Metric**: A specific quantifiable attribute or characteristic used to measure performance.
- **Definition**: A detailed explanation or description of what the metric represents.
- **Reporting Cadence**: The frequency at which results are reported or evaluated.
- **Results for Q4 2016 (not cumulative)**: The performance metrics achieved during the fourth quarter of 2016, excluding cumulative results.