



**Central Hudson Gas & Electric**

**CenHub**

**Residential Energy Exchange**



**Reforming the  
Energy Vision**

**Demonstration Project  
Implementation Plan Q3 Status Update**

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

October 31, 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, (“CenHub”) defines the Q3 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 an interactive customer engagement platform with personalized electric energy usage dashboards
  - b. The ability to purchase products and services through an online marketplace and automatically apply rebates at checkout

- c. Green Button Download – ability to download usage information in an xml format per the Green Button standard
- B) Customizable experience
  - a. Personalized messaging, energy saving tips and recommended actions
  - b. Informative messaging on the website about programs the individual customer is eligible to participate in rather than generic messaging across all customers
- 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
- E) Multi-channel experience
  - a. Enhancements have been built into our main website and mobile website experience
  - b. Call Center and internal employees have been trained on the functions and benefits of CenHub creating an enhanced touchpoint for customers when interacting with our first responders to their inquiries
  - c. The CenHub brand has been extended to Central Hudson’s non-wires alternative program, Peak Perks
  - d. The CenHub brand has been expanded into local retail stores offering discounts at checkout for select LED brands

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 Identity Management (3) Advanced Data Services, which is being rebranded as Insights+, 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 and accessibility to energy efficiency programs such as rebates
- Introduction of new channels and cross promotion for customers to participate in energy and cost savings programs
- Increased awareness and customer choice associated with program enrollment and the purchase of products and services
- Customer convenience
- Lower 3<sup>rd</sup> party customer acquisition and transaction costs
- Evaluation of potential new revenue streams

# Section 1: Demonstration Design Progress

## A) Phases

In Q1 Central Hudson launched CenHub to its residential and commercial online communities. The CenHub Demonstration Project execution is broken down into 3 distinct implementation phases and an ongoing optimization and enhancement phase that runs in parallel to Phases 2 and 3.

Phase 1 went live on April 3, 2016. 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. Through Q2 we have sent over 450,000 emails through the Insights and Store marketing channels and we have maintained open rates ranging from 20 to 25% respectively. For the CenHub Store this is 28% higher than the specialty retail industry benchmark established in the Epsilon Q1 2016 email trends and benchmarks report<sup>1</sup>. The Insights open rates are just over 2% higher than the industry benchmark established by Questline in the 2015 Energy Utility Email Benchmarks Report.<sup>2</sup> Through Q3 we adjusted the delivery schedule of the CenHub Insights and CenHub Store emails varying the cadence and messaging styles as we were seeing a trending decrease in open rates. This approach combined with timely messaging with seasonal changes and strategically adjusting product rebate amounts resulted in stabilizing the open rates back at the 20-25% range.

Parallel to Phase 1 and in preparation for the Phase 3 Insights+ functionality, Central Hudson began planning and design activities for migrating the existing website to a web content management system provided by OpenText as part of Phase 2. The team completed this transition on September 7, 2016 launching the enhanced cenhud.com website and mobile website. Through the requirements definition, design and the development phases the team has iteratively modified aspects of the site design. Examples of these modifications include modernization of the CenHub MyAccount registration process as well as personalization of the information and options presented to each customer when they log in. Additionally, all changes were coordinated with Central Hudson's Digital Interactive Working Group to increase alignment with our overall corporate digital strategy. We also met with our cyber security team and identified areas where we could enhance protection of our customer online accounts, specifically the password change management process. Each of these design discussions led to small incremental changes to the project scope but overall will deliver a better experience to customers.

Since launch of Phase 2, the website has experienced a series of service interruptions and challenges with the customer registration process. The team has continued to delve into the architecture design finding ways to improve the stability of the site and to improve process flows

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<sup>1</sup> From [www.epsilon.com](http://www.epsilon.com) - Epsilon is a global leader in creating connections between people and brands. Epsilon is recognized by Ad Age as the #1 World's Largest CRM/Direct Marketing Network, #1 Largest U.S. Agency from All Disciplines and #1 Largest U.S. Mobile Marketing Agency.

<sup>2</sup> From [www.questline.com](http://www.questline.com) – Questline is the leading provider of energy communications in the nation, partnering with energy utilities in all 50 states for more than 20 years.

and user interfaces to make them more intuitive. The team did so by teaming with the Call Center and analyzing customer feedback to identify points of struggle or misunderstanding for both external customers and the Call Center Representatives themselves.

**Table 1: Project Phases**

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

		username practices <ul style="list-style-type: none"> <li>• Establish a framework that will allow for a more consistent and standardized website experience in the future</li> </ul>		registration services
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1. Phase 2 Enhancements

As of Q3 the website features the following enhancements for our customers:

- New password change management procedure
- Modernized account registration process
- Improved personalization and modernized aesthetics of the CenHub My Account Summary page, which will improve customers’ ability to find and participate in relevant utility programs
- Real-time data synchronization with Simple Energy for new account registration process

In addition we have increased rebates on select lighting options on CenHub Store and introduced new water saving products.

2. Phase 3 Progress

For Phase 3 we have improved upon the original filing proposal and have begun pursuing an opportunity to extend existing partnerships. Through the partnership Central Hudson is negotiating a way in which to reduce the customer financial impact for providing the enhanced service by proposing a value added service to the partner. Effectively the interval meter data can supplant the need for a data logging device required by the partner for measurement and verification of their program.

In addition we have been in discussions with multiple vendors including our existing partner, Simple Energy, on the possibility of bundling other products and services into the Insights+ subscription. One such bundled service being explored is adding a load disaggregation feature to further enable customers to understand the drivers of their energy use. This improvement in the implementation scope will impact the timeline cited in the original filing but we think we will deliver better value to customers with this adjusted approach.

B) Hypotheses

In order to measure the success of CenHub, Central Hudson has defined five (5) hypotheses to test throughout the life of the project. These hypotheses are targeted at understanding Central Hudson’s residential customers. They span the elements of customer engagement, customer behavior, and customer preference. Understanding the customer

ensures alignment of business offerings and introduction of business models that benefit the customer through increased choice and control.

**Table 2: Test Statements**

Test Statement	Hypothesis	Q3 Results
<p><b>Customers may be more engaged in their energy usage and energy management if they have:</b></p> <ul style="list-style-type: none"> <li>a. greater awareness of available products and services that are relevant to them</li> <li>b. the opportunity to interact with applicable tools through a fun, educational and engaging online experience.</li> </ul>	<ul style="list-style-type: none"> <li>• If Central Hudson utilizes a Multi - Channel marketing campaign, specifically inclusive of email and social media to market CenHub to residential customers...               <ul style="list-style-type: none"> <li>○ then Central Hudson will increase the number of Digitally Engaged Residential Customers<sup>3</sup> to 60% of Central Hudson’s residential customer base within 12 months of the April 1, 2016 Phase 1 Go Live Date.</li> </ul> </li> <li>• If Central Hudson utilizes gamification, reminders and relevant savings opportunities to encourage and prompt customers to complete the digital home energy profile...               <ul style="list-style-type: none"> <li>○ then 5% of the Digitally Engaged Residential Customers will complete the home energy profile within 12 months of the April 1, 2016 Phase 1 Go Live Date.</li> </ul> </li> <li>• If Central Hudson develops an engaging platform that informs customers about their energy use, provides actionable energy savings tips linked to available products and services, and reinforces behaviors through gamification and social interaction...               <ul style="list-style-type: none"> <li>• then on average Digitally Engaged Residential Customers will become more energy efficient than their digitally unengaged counterparts</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Current enrollment rate in CenHub My Account – 40%</li> <li>• Projected enrollment rate by end of year 1 – 43%</li> </ul> <p>We have seen an incremental increase in My Account enrollments but our year end projection is 41%. The Action Items within Table 8 detail the steps we are taking to try to improve upon this metric and drive more enrollment activity.</p> <ul style="list-style-type: none"> <li>• Current Home profile completion rate – 3.7%</li> <li>• Projected completion rate by end of year 1 – 5.6%</li> </ul> <p>We will continue to educate customers on the value of completing their home profile and reward customers through the points system but no additional action plan is required for this objective.</p>
<p><b>Customers may become engaged in the purchase of energy products and</b></p>	<ul style="list-style-type: none"> <li>• If Central Hudson provides CenHub users with energy usage information and targeted actionable savings tips linked to</li> </ul>	<ul style="list-style-type: none"> <li>• Current product sales – 6,992 items</li> <li>• Projected product sales for</li> </ul>

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

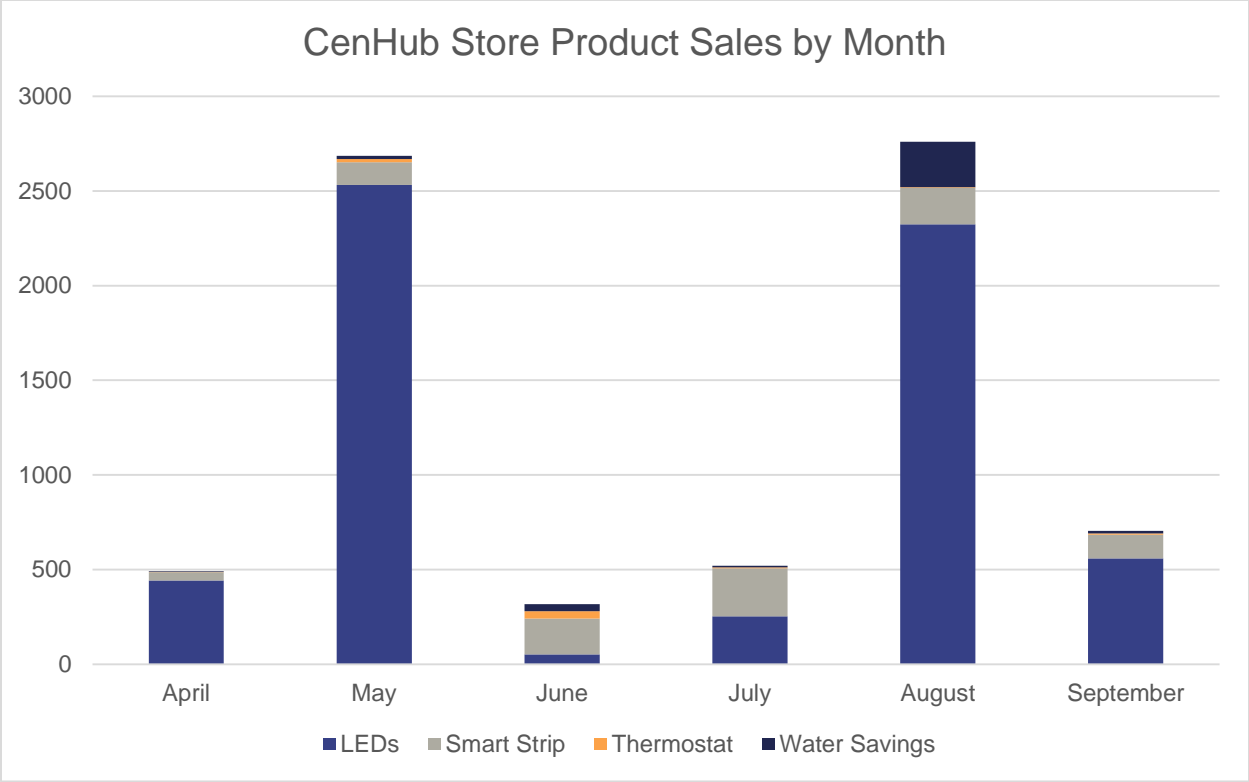


<p><b>services they value through:</b></p> <ol style="list-style-type: none"> <li>1. an information driven, guided e-commerce experience.</li> <li>2. A social online experience that inspires competition and community action</li> <li>3. The availability of instant rebates and rewards programs</li> </ol>	<p>products and services available on CenHub ...</p> <ul style="list-style-type: none"> <li>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.</li> </ul>	<p>year 1 – &gt;8,000</p> <p>In Q2 we created an action item to revisit the rebate amounts and determined we would bring back the \$1 bulb deal and increase rebates on other specialty lighting. This resulted in a dramatic increase in sales immediately following the marketing promotion. See Figure 2 for a detailed graph.</p>
<p><b>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.</b></p>	<ul style="list-style-type: none"> <li>• If Central Hudson provides CenHub users with energy usage information and actionable savings tips linked to products and services available on CenHub ... <ul style="list-style-type: none"> <li>• 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.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Current amount of PSR's – \$20,000</li> <li>• Projected PSR's for year 1 – \$40,000</li> </ul> <p>We are below target for PSR's. This is primarily driven by the high adoption rate for sales of lower cost LED lighting vs. our original projection models that predicted a higher volume of thermostat sales. The thermostat sales figures assumed a minimum rebate of \$75. However, to remain in line with the savings expectations in the TRM we are only able to offer a rebate of \$20. This has impacted our ability to drive sales and customer engagement. The product sales breakdown is detailed in Figure 2.</p> <p>The Action Items within Table 8 detail the steps we are taking to try to improve upon this metric and drive more product sales.</p>
<p><b>Customers may be willing to pay for Insights+.</b></p>	<ul style="list-style-type: none"> <li>• If we offer an Insights+ package featuring an intuitive and engaging user experience and utilize multi-channel and targeted marketing... <ul style="list-style-type: none"> <li>• then 1,000 customers will subscribe to</li> </ul> </li> </ul>	<p>Not yet measured</p>

	the Insights+ package within 12 months of the September 30, 2016 Phase 2 Go Live Date.	
<b>Insights+ may influence customers' behavior.</b>	<ul style="list-style-type: none"> <li>• If Central Hudson directly markets to Insights+ subscribers and provides insights and tips regarding management of their energy usage and cross-promotes programs such as Targeted Demand Response... <ul style="list-style-type: none"> <li>○ then customers with Insights+ 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.)</li> <li>○ 25% of Insights+ 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.</li> </ul> </li> </ul>	Not yet measured

a. Sales Results

**Figure 2: CenHub Store Product Sales Results by Month**



### 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.

Central Hudson is analyzing the customer segment populations in an attempt to understand what online behaviors are prevalent among varying customer groups. From our analysis customers can be defined according to the Test Populations defined in Table 3 but can be further categorized according to Figure 3 in terms of the time period before they enroll in CenHub My Account. This information is valuable because it provides insight into understanding who our most engaged customer segment is, how we can find ways to engage new customers sooner and how we can use different methods to engage long standing account holders.

**Table 3: Test Population**

Test Population Description	Selection Method	Population Size (as Reported on December 10, 2015)	Q3 Population Size
Residential PV Customers <ul style="list-style-type: none"> <li>to be analyzed within Channel and Segment Tests</li> </ul>	Identification / Selection Method: <ul style="list-style-type: none"> <li>Net Meter installation record</li> </ul>	3,741	Approx. 6,000
Digitally Engaged Residential Customers <ul style="list-style-type: none"> <li>to be analyzed within Test Statement #1</li> <li>to be analyzed within Test Statement #5</li> <li>to be analyzed within Channel and Segment Tests</li> </ul>	Identification / Selection Method: <ul style="list-style-type: none"> <li>Current My Account users</li> <li>Opt-in to enrollment in CenHub following project go live</li> </ul>	136,000 <sup>4</sup> , all existing My Account users will be automatically enrolled in CenHub	106,689
Digitally Unengaged Residential Customer <ul style="list-style-type: none"> <li>to be analyzed within Test Statement #1</li> <li>to be analyzed within Channel and Segment Tests</li> </ul>	Identification / Selection Method: <ol style="list-style-type: none"> <li>Paper bill recipient</li> <li>non-My Account user</li> </ol>	107,000 <sup>4</sup>	154,278
Existing customer transferring service(s) / 'Moves' <ul style="list-style-type: none"> <li>to be analyzed within Channel and Segment Tests</li> </ul>	Identification / Selection Method: <ul style="list-style-type: none"> <li>Existing customer – transferring service</li> </ul>	65,400	69,890 <sup>5</sup>
New Residential Customer requesting service <ul style="list-style-type: none"> <li>to be analyzed within Channel and Segment Tests</li> </ul>	Identification / Selection Method: <ul style="list-style-type: none"> <li>Non-My Account / CenHub user</li> <li>New Service request online or via call</li> </ul>	As Required	34,923 <sup>5</sup>
Home Energy Report Recipient	Treatment Group listing	103,000	103,000

<sup>4</sup> Upon detailed review and implementation of Phase 1 Central Hudson identified that inactive accounts were being counted in the initial enrollment totals

<sup>5</sup> Based on a rolling 12 month average

<ul style="list-style-type: none"> <li>to be analyzed within Channel and Segment Tests</li> </ul>			
Insights+ Subscriber <ul style="list-style-type: none"> <li>to be analyzed within Test Statement #5</li> <li>to be analyzed within Channel and Segment Tests</li> </ul>	Subscription listing	Population to be established after Phase 3 go-live	Population to be established after Phase 3 go-live

Figure 3: Customer Enrollment Timing



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.

Table 4: Test Scenarios

Scenario	Description	Current Functionality and Impact
<p>If Central Hudson utilizes a Multi -Channel marketing campaign, specifically inclusive of email and social media, to market CenHub to residential customers...</p> <p>a. then Central Hudson will increase the number of Digitally Engaged Residential Customers<sup>6</sup> to 60% of Central Hudson’s residential customer base within 12 months of the April 1, 2016 Go Live Date.</p>	<p>Through Q2 Simple Energy has successfully been sending marketing emails on a weekly basis. The Tuesday emails focus on energy efficiency measures through use of CenHub Insights while the Thursday emails focus on the products and rebates available on CenHub Store.</p> <p>All customer communications are reviewed by the internal Central Hudson team composed of representatives from Corporate Communications, Marketing, Energy Efficiency and the demo project team.</p> <p>In coordination with the Simple Energy marketing channels Central Hudson has utilized it’s social media and web platforms to advertise all of the features and benefits of CenHub.</p> <p>As part of the Phase 2 design enhancements the CenHub tutorial video and benefits of registering for My Account will be highlighted on a newly developed welcome page for first time registrants.</p>	<p>Residential Customer My Account Enrollment Rate : 40.7%</p>
<p>If Central Hudson utilizes gamification, reminders and relevant savings opportunities to encourage and prompt customers to complete the digital home energy profile...</p> <p>a. then 5% of the Digitally Engaged Residential Customers will complete the home energy profile within 12 months of operations (4/1/16 – 4/1/17).</p>	<p>The site administrator creates new tips on CenHub Insights weekly to keep the content fresh and drive continuous customer engagement. We are currently in the testing phase of adding points programs for registering for My Account and enrolling in eBills and automatic payments. These programs will offer higher points values to determine how effective the gamification component is at incenting customers to act.</p>	<p>Gamified Experience Engagement Levels:</p> <p>a. Tip Completions: 22,169</p> <p>b. Badges Earned: 27,776</p> <p>c. Home Profile Completions: 4,073</p> <ul style="list-style-type: none"> <li>An additional 644 customers have partially completed their Home Profiles. In Q4 the team will analyze the drop off points where customers lost interest in completing the home profile to understand how we can make the</li> </ul>

<sup>6</sup> Defined within Section B “Test Population” as customers that are currently My Account users and CenHub users following the Go Live Date

		<p>experience better for customers and make sure we're capturing the most important data points in order to deliver helpful energy efficiency tips.</p> <p>d. Logins: 56,425</p>
<p>If Central Hudson develops an engaging platform that informs customers about their energy use, provides actionable energy savings tips linked to available products and services, and reinforces behaviors through gamification and social interaction...</p> <p>a. then on average Digitally Engaged Residential Customers will become more energy efficient than their digitally unengaged counterparts</p>	<p>The Energy Insights pages offer multiple avenues to receive energy saving tips such as the "Virtual Home" on the tips tab and on the "Overview" screen.</p> <p>The "Overview" screen also provides a graph of your usage for the most recent usage period compared to similar households and efficient households. 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 the weather.</p>	<p>The Energy Efficiency team is working with Simple Energy to measure the effectiveness of the CenHub Insights program and results will be available after year 1 of the program.</p>
<p>If Central Hudson provides CenHub users with energy usage information and targeted actionable savings tips linked to products and services available on the CenHub...</p> <p>a. 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)</p>	<p>The CenHub Store is available for anyone interested in purchasing energy efficient products.</p> <p>Only Central Hudson CenHub My Account holders will be able to access the instant rebates at checkout.</p>	<p>In Q3 sales on CenHub Store increased primarily due to increased rebates on select lighting products and the introduction of low cost water saving products.</p>
<p>If Central Hudson provides CenHub users with energy usage information and actionable savings tips linked to products and services available on the CenHub...</p> <p>a. then CenHub will generate</p>	<p>Central Hudson and Simple Energy have co-invested in the marketing strategy for CenHub in order to maximize customer touch points and drive product sales from the CenHub Store. Both companies also share equally in the net profit of CenHub Store sales.</p>	<p>To date we are off target on PSRs. This is primarily driven by the higher sales volume of lower cost LED lighting and limited sales volume of higher cost thermostats. The originally proposed PSRs assumed a higher volume of thermostat sales based on</p>
















<p>approximately \$40,000 of Platform Service Revenues (PSRs) for Central Hudson within the first 12 months of operation (4/1/16 - 4/1/17)</p>	<p>Fully embedding the Simple Energy sites into the CenHub My Account experience also makes shopping simple and seamless for the customer.</p>	<p>the assumption of a minimum rebate of \$75 per thermostat. These rebate assumptions were based on rebates available in California. However, to remain in line with the savings expectations in the TRM we are only able to offer a rebate of \$20. This has impacted our ability to be competitive in the ecommerce market and drive customer engagement resulting in a lower sales volume and lower PSRs. We are testing whether offering more products on the store, including non-rebate eligible products, modifying rebate amounts and introducing lower dollar value items can drive increased sales. Immediately following our \$1 bulb promotion sales went from on average 150 items per week to X items in the week following the promotion.</p>
<p>If we offer an Insights+ package featuring an intuitive and engaging user experience and utilize multi-channel and targeted marketing...</p> <p>a. then 1,000 customers will subscribe to the Insights+ package in the first year (9/30/16 – 9/30/17)</p>	<p>Through implementation of the smart meter system (including meter installation, 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.</p> <p>Central Hudson is exploring options to enhance the customer offering through the following possibilities:</p> <ul style="list-style-type: none"> <li>• bundling with smart home products</li> <li>• bundling with a TOU rate</li> <li>• bundling with a thermostat and new app and push notifications</li> </ul>	<p>Not yet implemented.</p> <p>Central Hudson is projecting that delivering a viable product to customers will require a longer timeline than originally proposed in the July 1, 2015 filing. Contract negotiation for a meter service provider is complete and requirements gathering sessions are underway. A project schedule will be agreed upon following requirements sign off.</p>
<p>If Central Hudson directly markets to Insights+ subscribers and provides insights and tips regarding</p>	<p>The data available can be paired with TOU rates, demand response programs, or smart home devices to allow the customer to maximize their energy savings and automate their</p>	<p>Not yet implemented.</p> <p>Central Hudson is in talks with existing program partners on an effective way</p>



<p>management of their energy usage and cross-promotes programs such as Targeted Demand Response...</p> <p>a. 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 rolling 12 month avg. after establishing the initial 12 months of program</p>	<p>home to the level that they desire and see firsthand the results of their actions.</p> <p>Increased visibility of benefits will incent customers to further engage through product purchase and/or enrollment in programs offered both by Central Hudson or other third parties outside of CenHub. Overall, Central Hudson wants to provide customers with the means and ability to have a choice in their energy management, which will drive further engagement.</p>	<p>to merge the Insights+ package with other offerings as an additional enrollment option for customers.</p>
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## E) Checkpoints

**Table 5: Targets and Results**

Target Date	Milestone	Target	Project Life Cumulative Actuals	2016 Actual as of Q3	Program Year 1 Projection
4/1/2016	<i>CenHub Phase 1 - Go Live</i>	4/1/2016	4/3/2016	4/3/2016	
7/31/2016	<i>CenHub Phase 2 – Go Live</i>	<i>Website migrated</i>	9/7/16	9/7/2016	
12/31/2016	<i>Capital Expenditures<sup>7</sup></i>	\$1,200,000	\$1.52M	\$1.41M	 \$1.65M
7/1/2018	<i>Annual Maintenance Expense<sup>8</sup></i>	\$1,100,000	\$1,026,431 <sup>8</sup>	\$905,494	 \$1.1M
4/1/2017	<i>Enrolled CenHub Customers as % of total Residential Customer Base</i>	60%	N/A	40.7%	 43%
4/1/2017	<i>Product Purchases</i>	8,000	N/A	6,992	 8,000
9/15/2016	<i>CenHub Phase 3 - Go Live</i>	9/15/2016	N/A	N/A	 Stage 1 – 12/23/16 Stage 2 – 2/28/16
4/1/2017	<i>% of Enrolled CenHub Customers Completed Home Profile</i>	5%	N/A	3.7%	 5.6%
4/1/2017	<i>CenHub Platform Service Revenues</i>	\$40,000	N/A	\$20,000 <sup>9</sup>	 \$40,000
9/15/2017	<i>CenHub Phase 3<sup>10</sup> Cumulative Deferral</i>	\$125,000	\$8,765	\$6,113	 \$125,000
9/15/2017	<i>Insights+ Subscriptions</i>	1,000	N/A	N/A	 1,000
9/15/2017	<i>Insights+ PSR</i>	\$24,000	N/A	N/A	 \$24,000
<b>Status Key</b>					
 On or exceeding target  Off target <=10%  Off target >10%					

<sup>7</sup> Cumulative Capital Expenditures includes capital expenditures prior to April 3, 2016

<sup>8</sup> Cumulative Maintenance Expense includes expenses beginning on April 3, 2016, one-time setup expense prior to April 3, 2016, and excludes depreciation expense.

<sup>9</sup> Platform Service Revenues calculated quarterly beginning with Q2 2016

<sup>10</sup> Insights+

## 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:

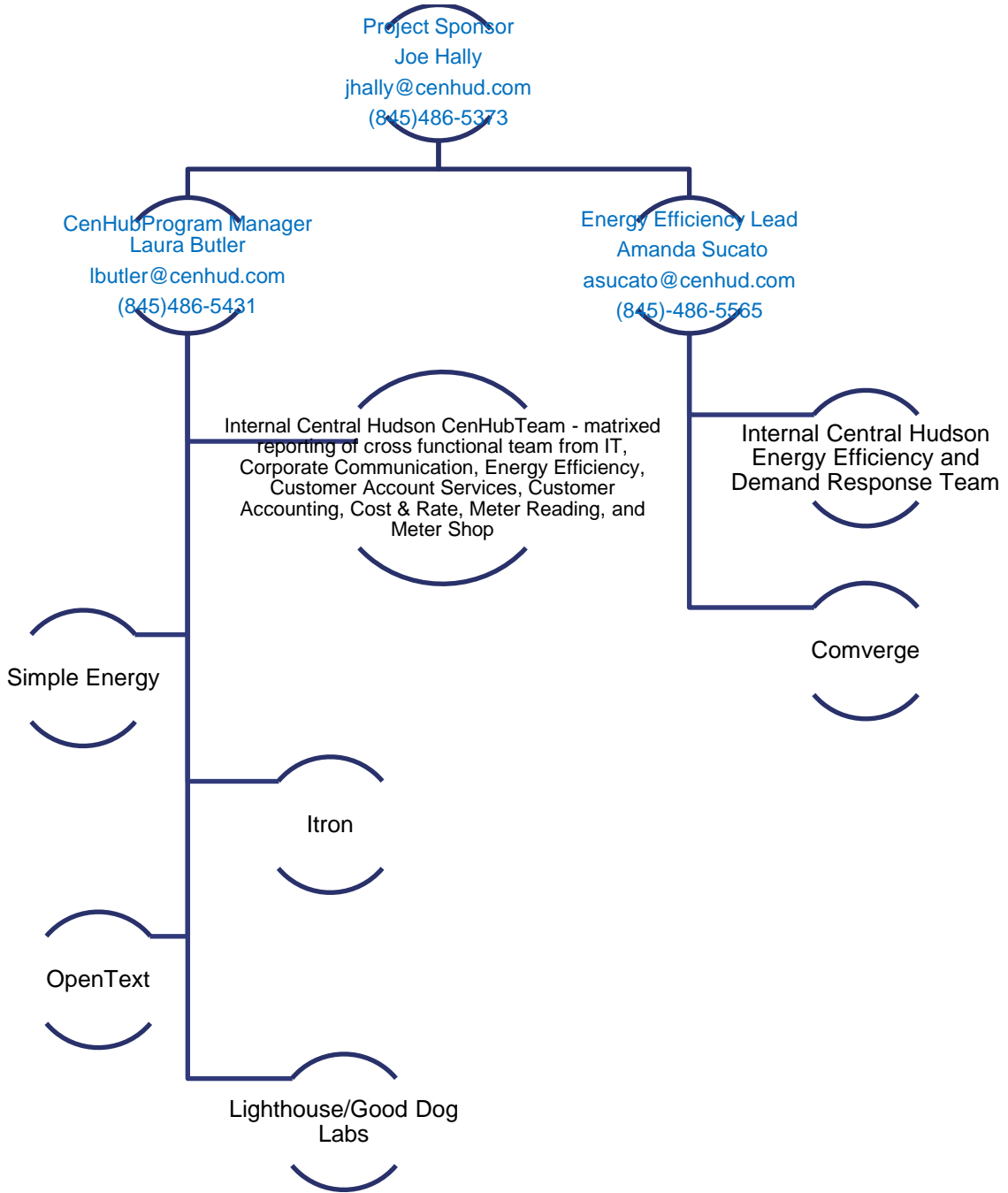
- Simple Energy – to create the CenHub Insights and CenHub Store functionality
- Wipro – to provide IT support for system testing and requirements definition
- Cognizant Technology Solutions – to provide project management support and expertise in single sign on architecture
- Lighthouse and Good Dog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

Through Q3 Central Hudson has maintained the project team structure that was created for Phase 1 and has grown its vendor partnerships to deliver upon the Phase 2 requirements and kickoff Phase 3. The team composition has expanded to include more IT resources representing the infrastructure and tech support teams in order to develop a more robust solution and ensure proper system performance for the end customer and those maintaining the new systems internally. Beyond the technical alignment with the Monthly Billing, Business Intelligence and Customer Information Systems teams within IT, ETS has worked under the advisement of the IT Project Management Office throughout Phase 2 and into Phase 3. This approach has improved accountability of all team members, project documentation and transparency.

In addition, the team has been working to align more closely with the Call Center, Marketing and Corporate Communications teams. These teams are directly impacted by the changes introduced in Phase 2 and their success using these new tools is vital to the success of CenHub.

The project has been staffed as follows; points of contact are denoted in [blue](#) text:

**Figure 4: Team Members**



## B) Roles and Responsibilities

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

**Table 6: Roles & Responsibility Matrix**

Central Hudson Gas & Electric	Description
Project Management	Central Hudson owns overall project delivery and success criteria
Integration with Central Hudson website and Internal Systems	Central Hudson has integrated the Simple Energy's customer engagement portal (CenHub Insights) and marketplace (CenHub Store) into its existing website and mobile site and rebranded as a family of offerings through CenHub. Central Hudson has developed and repurposed interfaces to the Central Hudson websites and other internal systems as required and agreed upon in the design phase in coordination with Simple Energy.
Testing Across Platforms	Central Hudson creates detailed test plans and scripts for each phase of the project and performed multiple rounds of functional and user acceptance testing. Bugs are tracked, prioritized and remedied on an agreed upon schedule with project team members and vendors. The go live activities also include a round of validation testing before officially calling the launch complete. The project team will utilize a similar approach for all phases.
Access to Customer Data	Central Hudson is providing weekly customer usage information in the agreed upon file format to Simple Energy in order to populate the Overview and My Usage screens and facilitate the Energy Insights Energy Efficiency program. Phase 2 revisits the single sign on approach and lays the groundwork for a more robust identity management strategy for better utilization and protection of customer data.
Customer Outreach and Marketing Strategy	Central Hudson is informing the customer base of the upcoming availability and functions of CenHub through a multi-channel marketing strategy developed in concert with Simple Energy.
Energy Efficiency Program Information & Requirements	The 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. The CenHub brand has been expanded by the Energy Efficiency team into the Point of Sale program at local large retailers offering customers more ways to shop and

	receive instant rebates.
Insights+ - Smart Meter Installation	Central Hudson will schedule and perform meter changes for subscribing customers
Partner	Description
Integration with Internal Systems	<p>Simple Energy has continued to provide requirements, information delivery standards, and assistance to support Central Hudson’s development of interfaces as we have looked to expand upon the tips and rewards programs and introduce new items to the CenHub store.</p> <p>Simple Energy, Cognizant, OpenText and Lighthouse/Good Dog Labs have contributed to the overall single sign on architecture design and data flow processes, enabling this functionality to work successfully in Phase 1 and to be expanded upon in Phase 2.</p> <p>All partners will continue to work together with the Central Hudson team for Phase 2 delivery and potentially beyond.</p>
Marketing Strategy (Simple Energy)	Simple Energy will provide expertise, experience, and guidance in order to assist Central Hudson with the development of a Multi-channel marketing strategy. Simple Energy will deliver email marketing messages throughout the life of the project.
Insights+ – Data Repository and Management (ITRON)	Itron will host the Meter Data Management Repository for the duration of the project per contract terms. Itron will provide meter usage data in the agreed upon file format and time interval to Simple Energy.
Project Management	<p>Cognizant provided Project Management support for Phase 1 delivery but has since rolled off the project. An experienced internal Central Hudson resource has assumed the PM role for Phase 2, she is transitioning back to her PMO role and Cognizant will once again fill the Project Manager role for Phase 3.</p> <p>Since delivery of Phase 2 the OpenText Project Manager is no longer involved in the project.</p> <p>Itron will be assigning a PM to ensure delivery of their milestones and deadlines.</p>

### C) Governance

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

**Table 7: Governance Approach**




Format	Frequency	Participants
Standups – short in person discussion to identify any blockers or clarify tasks items	Weekly, increasing frequency as needed based on criticality of project tasks	All project team members
Sprint planning – in person review of all requirements and assignment of tasks to team members	On the first day of each new sprint for any agile work tasks	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 documentation and in-person/conference call discussion	Monthly	Project team, Simple Energy and Energy Efficiency SMEs
Marketing plan reviews – combination of written documentation and in-person/conference call discussion	Weekly (Central Hudson only) Monthly – all relevant leads	Marketing director, project and program managers, SMEs as needed, project sponsor, vendor leads
Project Update – documented newsletter of the latest progress for high level awareness	Bi-Weekly	Created by the ETS team and distributed to all relevant stakeholders across Central Hudson and partner vendors
Sponsor Meeting – review scope and schedule, risks, impacts and next steps	Weekly	ETS, Marketing, IT

## Section 3: Work Plan & Budget

### A) Project Plan

In Q3 the team launched the web and mobile site changes.

**Figure 5: 2016 Roadmap**

Q1 2016	Q2 2016	Q3 2016	Q4 2016
<p>Launched with:</p> <ul style="list-style-type: none"> <li>• CenHub Insights</li> <li>• CenHub Store</li> <li>• Cross Promotion of CenHub Peak Perks</li> <li>• Green Button Download</li> </ul> 	<p>Analysis &amp; Planning</p> <ul style="list-style-type: none"> <li>• Investigate new product offerings</li> <li>• Analyze results of marketing campaigns</li> <li>• Finalize plan for content personalization and SSO extension</li> </ul>	<p>Migration to Web Content Management</p> 	<p>Subscription based Service Offerings</p> 

#### a. Schedule

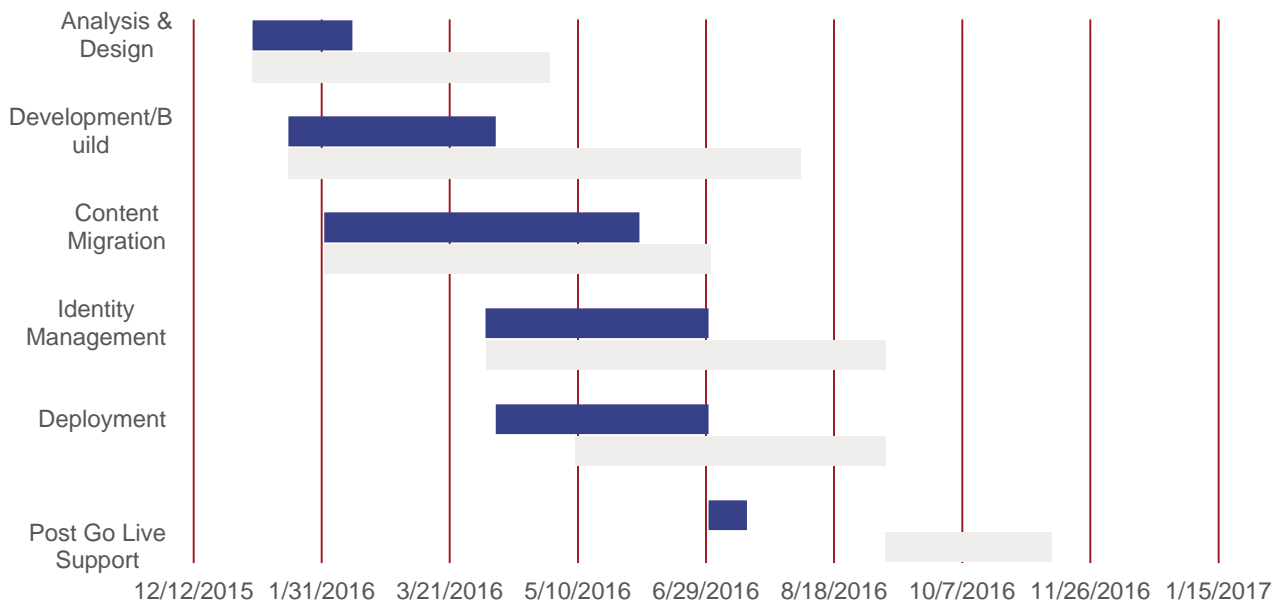
- I. Phase 2 went live on 9/7/16. Figure 6 provides a comparison of the project schedule from the originally proposed project plan. A detailed project work plan with identified task items that drove changes to the plan is included as Report Attachment 1. Phase 2 involved resources from ETS, Corporate Communications, IT, OpenText, Lighthouse and Good Dog Labs. The most significant schedule delays were experienced in the following areas:
  - i. Analysis & Design – as we began discussing the migration of the website the team required a lot of education on how the new tools would work as well as the migration process. In addition as we looked at each page of the site we evaluated and benchmarked other industry sites to determine where we could add value to the customer experience while not impacting the project scope or schedule. This extended this phase but other tasks could be done in parallel so it did not negatively impact the go-live date.
  - ii. Development/Build – Completion of the build of the new site had a number of critical dependencies on the Identity Management work tasks being completed. Since these were not completed on time it has extended the build phase and impacted the go-live date.
  - iii. Identity Management – meeting the business process flow requirements and functional expectations has proven to be more



challenging and required customizations to the Forgerock tools Central Hudson invested in for enabling single sign on functionality. The team continues to work together to resolve these challenges as quickly as possible and has escalated items with Forgerock when necessary.

- iv. Post Production Support – following go live the site suffered from instability issues. We do not possess the tools to replicate the real life traffic to the site in our test or development environments. When we moved to production we found different behaviors occurring on the backend systems when traffic exceeded a certain threshold. Identifying exactly which configuration change would remedy the result required dissecting the architecture piece by piece and additional testing. In addition we found calls coming into the call center identifying bugs with the process flows we deployed. There were user test cases that we did not identify during requirements and testing that resulted in the inability to enroll in MyAccount for a limited population of customers. All bug and enhancement requests were captured by the team, prioritized and a bundled release of fixes will be launched in October.

**Figure 6: Project Schedule**



II. Since launching Phase 1, and as part of the Phase 4 optimization and enhancement effort, the team has been monitoring the site analytics,

store sales performance and customer service calls to both the Central Hudson call center and Simple Energy support center. In Q3 we modified the cadence of CenHub Insights and Store emails, increased lighting rebates, introduced more water saving products and sent a series of emails focused on encouraging customers to fill out their home profiles to earn points.

b. Action Items

I. Usability

- Working with the Call Center the team has been able to identify new process flows and screens that are creating usability challenges for customers. The team is redesigning some of the screens in response to the feedback and has identified preexisting data issues that it is currently in process of remedying. Fixes to the usability issues are scheduled in an October release.

II. Alignment

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

## B) Financials

Redacted

## C) Risks, Opportunities and Mitigation Strategies

As noted in Table 2, we have varying success rates on our project objectives. Table 8 details how we are expanding on our successes and creating action plans to improve in the areas where we are projecting to be off target.

**Table 8: Action Items**

Risk / Opportunity Category	Action Plan
<p>Opportunity – Brand Recognition</p> <p>Completion Date: On-going</p>	<p>To expand upon the visibility of CenHub and how it delivers customer choice, convenience, and savings, the Energy Efficiency team has incorporated CenHub in to their Point of Sale Program. At major retailers, the lighting aisles of Home Depot, Lowes, Walmart, Target and Sam’s Club now feature CenHub branding and web url on end caps as well as on the shelf.</p>
<p>Risk – Low CenHub My Account enrollment rate</p> <p>Projected Completion Date: 12/31/16</p>	<p>a. CenHub and all of its features were the highlight of the Central Hudson booths at both the Ulster and Dutchess County Fairs this August.</p> <ol style="list-style-type: none"> <li>1. Central Hudson saw a slight uptick in enrollments following the fairs, but the change in enrollments was not sufficient to associate with this activity.</li> <li>2. The team is now analyzing data to determine alternative approaches to incent customers to enroll online</li> </ol> <p>b. We are building Utility Programs on CenHub Insights within the tips library to award points for My Account registration. This feature is still in test.</p> <p>c. Members of the ETS team are integrated into other customer facing projects to ensure the impacts to the web interface are discussed, prototyped and designed in accordance with the CenHub objectives in mind and that we are identifying all opportunities with customer touch points to encourage enrollment in My Account.</p>
<p>Opportunity – Increased utilization of gamification</p> <p>Projected Completion Date: 11/30/16</p>	<p>Similar to awarding points for My Account registration we will also be creating reward programs related to eBill, Automatic Payment, and Text Alert enrollment. This feature is still in test.</p> <p>We will measure the effectiveness of gamification on driving more self-service interactions and utilize the results to determine how we can effectively use gamification going forward.</p>
<p>Risk – Low PSRs</p> <p>Projected Completion Date: 12/31/16</p>	<ol style="list-style-type: none"> <li>a. We have expanded the types of products we have available on the store, introduced non-rebate eligible items, modified rebate amounts, and offered lower cost items. Not surprisingly the lower cost items have far surpassed the higher priced items like thermostats.</li> <li>b. In Q3 we increased the rebate levels on specialty lighting and bought back the \$1 lightbulb promotion and successfully increased sales by over 60%.</li> <li>c. In Q4 we will be evaluating introducing home automation products and accessory items of current products to the store and launching a Black Friday – Cyber Monday series of sales by negotiating price reductions with the product manufacturers and offering other discounts.</li> </ol> <p>The original forecast of higher PSR’s was dependent on higher sales of smart Wi-Fi thermostats. The original design included a rebate of \$75, which has driven higher sales in other marketplace platforms. Due to the lower savings as calculated by the Technical Reference Manual (TRM) Sub-Committee comprised of NYS utilities and Staff, the projected savings is much less than previously projected. Therefore to stay in line with an acceptable \$/kWh savings, the rebate must be much lower, currently at \$20. The TRM Subcommittee is working with TRC as technical expert to conduct further evaluation on efficiency measures (including the Wi-Fi enabled thermostats) and the savings attributable to each product. Until further evaluation is done on Wi-Fi/programmable thermostats, the current savings in the TRM is driving the lower rebate.</p>

<p>Risk – Phase 2 budget and schedule impact analysis</p> <p>Projected Completion Date: On going</p>	<p>Due to the challenges incurred in Phase 2 related to unidentified requirements and user scenarios after go-live the team has altered its approach to Phase 3, engaging more stakeholders earlier on in the process, brainstorming all possible positive and negative process flows, holding collaborative working session and presentation to review requirements, decisions and process/task ownership, and identifying system testers and onboarding them to the project all before design starts.</p> <p>The team is also analyzing the processes around capturing feedback following go live and how best to capture, prioritize and assign bugs and enhancements to define a controlled and consistent process going forward.</p>
<p>Risk – Phase 3 budget and schedule impact analysis</p>	<p>Central Hudson is in talks with existing program partners on an effective way to merge the Insights+ package with other offerings as an additional enrollment option for customers. These discussions will delay the Phase 3 go live date beyond 9/15/2016; however, they will likely increase the alignment of the Insights+ offering with the REV goal of market animation.</p>
<p>Risk – Support organization preparedness and employee buy-in</p>	<p>Phase 2 uncovered numerous gaps in backend processes and exposed how the introduction of new tools can impact the day to day routines for the employees supporting various customer related activities when their processes any well-established workarounds are not fully understood. Because of this the team is establishing a new post production support model that involves better training, more employee touchpoints and a mechanism to capture and allocate incoming requests to bundle into future feature releases. In addition the team is taking a different approach to requirements capture for Phase 3 to avoid the pitfalls experienced in Phase 2. The breadth of internal processes being impacted by Phase 3 is substantial, and for that reason the decision to do a limited small scale release for just the statistical sample of Comverge customers is reflective of the concerns of doing a wholesale new service offer to all customers as the first release. In addition the team has engaged far more internal project team members from the initial kickoff and through discovery and requirements sessions. We also continue to bring the entire stakeholder group together periodically to review the defined requirements to date, discuss to-be process flows and allow for any outstanding comments or questions.</p>
<p>Risk – NYS Meter Approval</p>	<p>The Itron Centron OpenWay residential single-phase meter with Verizon 4G cellular card in not yet approved in New York State. Approval is being sponsored by National Grid. We were under the assumption that this meter approval would be completed prior to our Phase 3 start date but this is not the case. Not having the meter approved and available for use is a risk to the project schedule and puts our decision to move forward with Itron as our meter data management system host at risk. To mitigate this risk the team has worked with Itron and they are willing to offer the polyphase OpenWay meter at the residential meter cost for Stage 1. But Central Hudson will still need to have the residential meter approved by year end in order to meet the Stage 2 target deployment date.</p>

Report Attachment 1: CenHub Phase 2 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: CenHub Phase 3 Insights+ Incremental O&M Work Order Transaction Details

Report Attachment 6: CenHub Carrying Charge Work Order Transaction Details

Report Attachment 7: CenHub Phase 3 Insights+ Carrying Charge Work Order Transaction Details

Report Attachment 8: CenHub Insights Statistics

Report Attachment 9: Traffic and Engagement

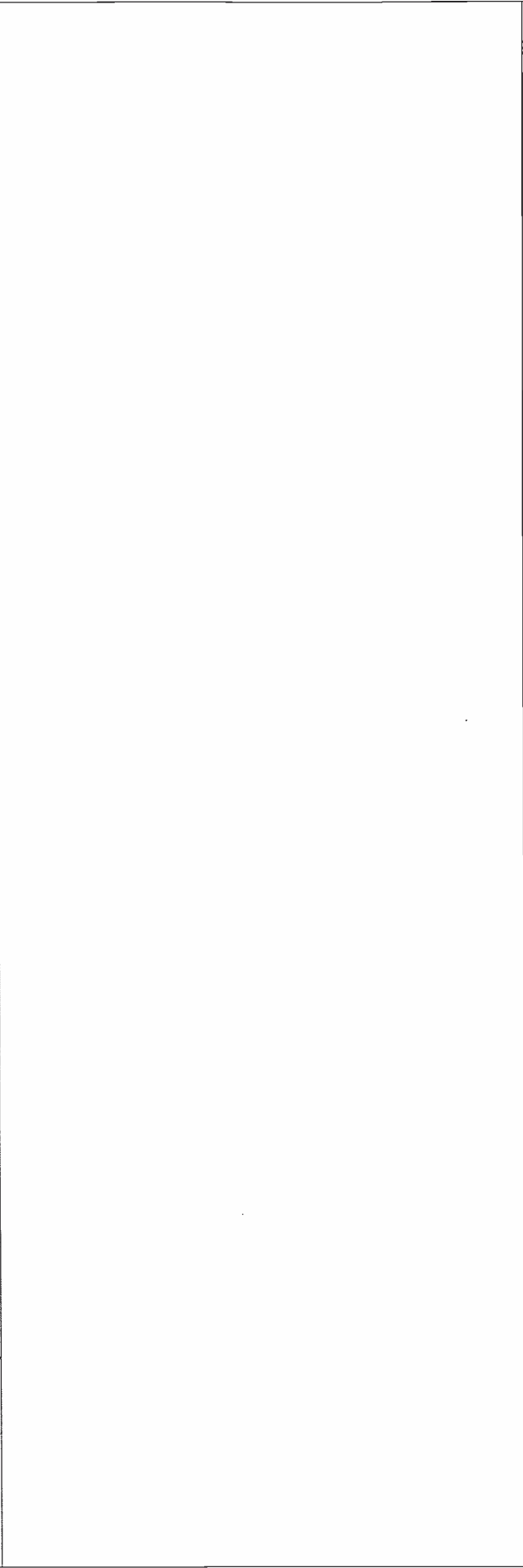
Report Attachment 10: CenHub Ecommerce

ID	Task Mode	Task Name	Work	Actual Work	Remaining Work	Start	Finish	Predecessor Names	Resource
1		Central Hudson - WEM/Portal Implementation Project	3,119.5 hrs	2,935.5 hrs	184 hrs	Mon 01/04/16	Fri 11/11/16		
2		Dependent Items - Non OT Tasks	0 hrs	0 hrs	0 hrs	Mon 01/04/16	Mon 01/04/16		
12		Analysis & Design Stage	284 hrs	284 hrs	0 hrs	Mon 01/04/16	Fri 04/29/16		
32		Development/Build Stage	1,016 hrs	1,016 hrs	0 hrs	Mon 01/18/16	Fri 08/05/16		
85		Content Migration Stage	240 hrs	240 hrs	0 hrs	Mon 02/01/16	Fri 07/01/16		
97		Deployment Stage	785.5 hrs	785.5 hrs	0 hrs	Mon 05/09/16	Tue 09/13/16		
107		Project Management & Oversight	410 hrs	410 hrs	0 hrs	Mon 01/04/16	Tue 08/09/16		OT PM - Banasr
108		Post Production Support & Additional Activities	384 hrs	200 hrs	184 hrs	Wed 09/07/16	Fri 11/11/16	106	OT Application Architect -

Project: CentralHudson-WEMPort  
Date: Mon 10/31/16

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	

% Work Complete	Jan 03, '16		Jan 10, '16		Jan 17, '16		Jan 24, '16		Jan 31, '16		Feb 07, '16	
	S	S	S	S	S	S	S	S	S	S	S	S
94%												
0%												
100%												
100%												
100%												
100%												
52%												



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	

Project: CentralHudson-WEMPort  
Date: Mon 10/31/16

07, '16	Feb 14, '16							Feb 21, '16							Feb 28, '16							Mar 06, '16							Mar 13, '16						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S									

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	



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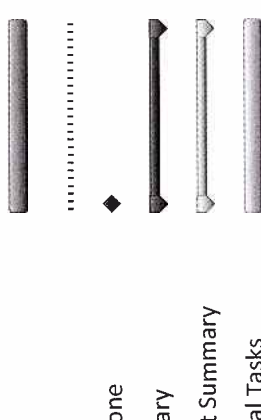
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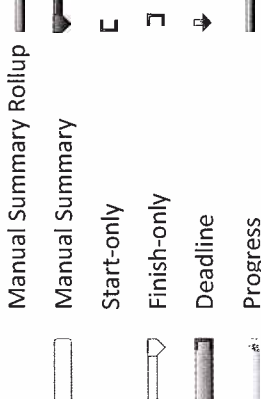
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Task  
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Milestone  
Summary  
Project Summary  
External Tasks



External Milestone  
Inactive Task  
Inactive Milestone  
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Manual Task  
Duration-only












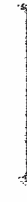








Manual Summary Rollup  
Manual Summary  
Start-only  
Finish-only  
Deadline  
Progress

Project: CentralHudson-WEMP  
Date: Mon 10/31/16

May 01, '16	May 08, '16	May 15, '16	May 22, '16	May 29, '16	Jun 05, '16
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<p>Project: CentralHudson-WEMPport Date: Mon 10/31/16</p> <p>Task: [Solid Bar] External Milestone [Diamond] Manual Summary Rollup [Diamond]</p> <p>Split: [Dotted Bar] Inactive Task [Open Bar] Manual Summary [Open Bar]</p> <p>Milestone: [Diamond] Inactive Milestone [Open Bar] Start-only [C]</p> <p>Summary: [Solid Bar] Inactive Summary [Open Bar] Finish-only [C]</p> <p>Project Summary: [Solid Bar] Manual Task [Solid Bar] Deadline [Down Arrow]</p> <p>External Tasks: [Solid Bar] Duration-only [Solid Bar] Progress [Solid Bar]</p>					



Jul 24, '16			Jul 31, '16			Aug 07, '16			Aug 14, '16			Aug 21, '16			Aug 28, '16													
T	F	S	S	M	T	S	S	M	T	W	T	F	S	S	M	T	S	S	M	T	W	T	F	S	S	S	M	T
OT PM - Banasree [30%]																												
<div style="display: flex; justify-content: space-between;"> <div style="width: 40%;"> <p>Task</p> <p>Split</p> <p>Milestone</p> <p>Summary</p> <p>Project Summary</p> <p>External Tasks</p> </div> <div style="width: 10%; text-align: center;">       </div> <div style="width: 40%;"> <p>External Milestone</p> <p>Inactive Task</p> <p>Inactive Milestone</p> <p>Inactive Summary</p> <p>Manual Task</p> <p>Duration-only</p> </div> <div style="width: 10%; text-align: center;">       </div> <div style="width: 40%;"> <p>Manual Summary Rollup</p> <p>Manual Summary</p> <p>Start-only</p> <p>Finish-only</p> <p>Deadline</p> <p>Progress</p> </div> <div style="width: 10%; text-align: center;">       </div> </div>																												



16	Oct 16, '16	Oct 23, '16	Oct 30, '16	Nov 06, '16	Nov 13, '16	Nov						
T	W	T	F	S	S	M	T	W	T	F	S	S
T	W	T	F	S	S	M	T	W	T	F	S	S
OT Application Architect - Qutub												

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	

Project: CentralHudson-WEMPort  
Date: Mon 10/31/16

## CenHub Insights Statistics

Period: 9/26 - 10/02	PROGRAM TOTAL	COMPLETED THIS WEEK	PROGRAM TOTAL LAST WEEK
Logins	56,425	1,715	54,710
New User Logins	19,311	401	18,910
Tips Completed	22,169	551	21,618
Badges Earned	27,776	633	27,143
Home Profile Completions	4,073	98	3,975
Reward Redemptions	1	0	1
Unsubscribes	2,092	53	2,039

# Traffic and Engagement

Apr 3, 2016 - Sep 30, 2016

All Users  
100.00% Sessions

## Sessions

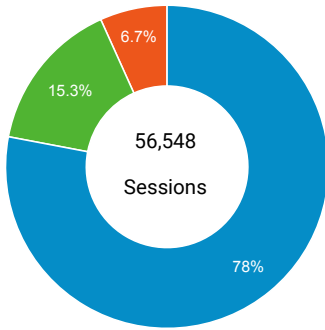
56,548

% of Total: 100.00% (56,548)



## Visits by Device

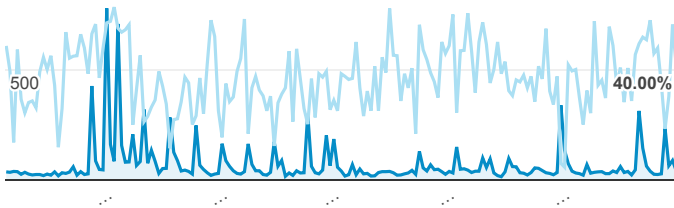
desktop mobile tablet



## Traffic From Mobile Devices

Sessions Bounce Rate

1,000 80.00%



## More than once per week visitors

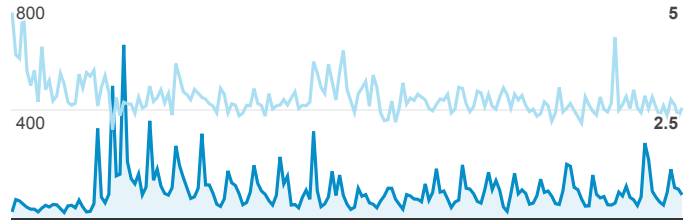
Device Category	Users	Avg. Time on Page
desktop	9,431	00:01:03
mobile	1,452	00:01:08
tablet	593	00:01:08

## Engagement by Device

Device Category	Pages / Session	Avg. Session Duration
tablet	2.65	00:02:01
mobile	2.62	00:01:50
desktop	2.39	00:01:32

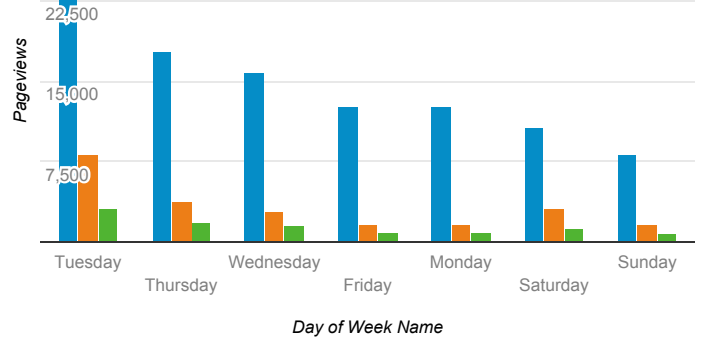
## More than once per week visitors

Users Pages / Session

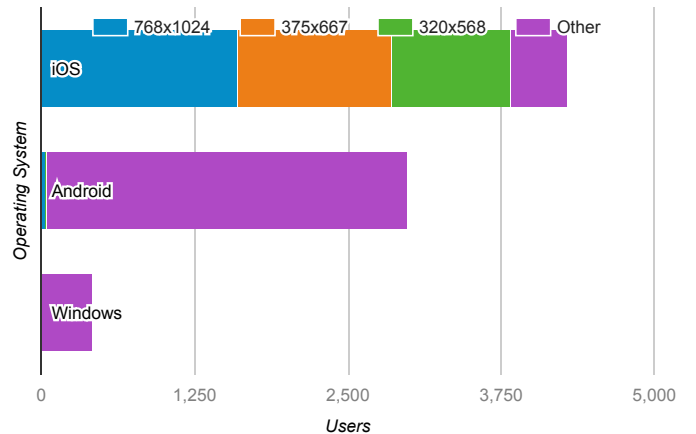


## Most Active Day of the Week by Device

desktop mobile tablet



## Mobile Traffic Breakdown





## Where do people enter your site?

Landing Page	Entrances	Pages / Session
/	54,460	2.42
/unsubscribe_confirmation	354	2.32
/#utm_source=MAS-Home-age&utm_medium=site-alert&utm_campaign=Home-Profile	330	4.66
/tips	310	2.63
/tip_20_completed	236	2.19
/comparisons	135	2.72
/home-insights/home-profile	115	3.86
/caulking_how-to	94	2.23
/sso-error/	82	2.67
/rewards	49	3.82

## Pages People Leave From

Exit Page	Exits	% Exit
/	31,427	74.76%
/tips	8,980	27.50%
/rewards	5,972	27.81%
/home-insights/home-profile	1,589	26.61%
/insights/usage	1,175	22.27%
/profile	999	21.09%
/insights	911	20.04%
/unsubscribe_confirmation	804	42.49%
/sso-error/	677	34.21%
/comparisons	472	32.82%

## Most Engaging Traffic Sources

Source / Medium	Sessions	Pages / Session
uauth.cenhud.com / referral	25,919	2.91
inet.cenhud.com / referral	13,094	2.01
Simple Energy EP Email / email	9,621	1.76
(direct) / (none)	2,828	2.22
cenhubstore.com / referral	2,136	3.19
cenhud.com / referral	1,926	1.64
MAS-Home-age / site-alert	357	4.46
Simple Energy MP Email / email	134	2.22
google / organic	129	2.52
EPmarketing / Paper_report	75	2.60

## Mobile Traffic Behaviour

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<b>Mobile Device Info</b>	<b>Users</b>	<b>Bounce Rate</b>
Apple iPhone	2,626	33.65%
Apple iPad	1,642	31.57%
Samsung SM-G900V Galaxy S5	246	47.00%
(not set)	238	43.20%
Microsoft Xbox One	194	49.54%
Samsung SM-G920V Galaxy S6	149	36.94%
Motorola XT1254 Droid Turbo	88	44.53%