

Paul A. Colbert
Associate General Counsel
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August 1, 2016

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

Re: Central Hudson Gas & Electric Corporation's REV Demonstration Project Implementation Plan Status Update (Q2 2016) in Case 14-E-0318 – *Proceeding on Motion of the Commission as to the Rates, Charges, Rules and Regulations of Central Hudson Gas & Electric Corporation for Electric Service* and Case 14-M-0101 - *Proceeding on Motion of the Commission in Regard to Reforming the Energy Vision*

Dear Secretary Burgess:

Central Hudson Gas & Electric Corporation ("Central Hudson") submits for filing its request for confidential treatment and REV Demonstration Project Implementation Plan Status Update in the above-referenced cases.

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

Respectfully submitted,

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

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cc: Marco Padula (DPS)

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Central Hudson Gas & Electric

CenHub

Residential Energy Exchange



**Reforming the
Energy Vision**

Demonstration Project Implementation Plan Q2 Status Update

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

July 28, 2016

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Executive Summary

The following Project Implementation Plan Status Update for Central Hudson's Energy Exchange, Reforming the Energy Vision (REV) Demonstration Project (now known as "CenHub") defines the Q2 progress, next steps, roles, responsibilities, governance, work plan, budget and reporting going forward.

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

It is Central Hudson's belief that limited consumer engagement related to household energy use is driven by the lack of five (5) primary factors:

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

Central Hudson is also aware of the growing expectations of customers based on their interactions with other industries and businesses. Looking across industries there are trends that can be leveraged to design a solution that aligns with today's customer expectations.

Figure 1: Customer Experience Industry Trends



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

- A) Self Service
 - a. Access to a customer portal with personalized electric energy usage dashboards
 - b. The ability to purchase products and services through an online marketplace and automatically apply rebates at checkout
 - 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
- 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

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 Launch, (4) Optimization and Enhancement of Offerings.

CenHub ultimately strives to deliver the following benefits:

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

Section 1: Demonstration Design Progress

A) Phases

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 report¹. The Insights open rates are just over 2% higher than the industry benchmark established by Questline in the 2015 Energy Utility Email Benchmarks Report.²

Parallel to Phase 1 and in preparation for the Phase 3 Advanced Data Services functionality, Central Hudson began planning and design activities for migrating the existing website to a web content management system provided by OpenText. The team is well into the development phase of the project and is preparing for user testing of the site. 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 from the 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.

¹ From 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.

² From 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.

Table 1: Project Phases

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

1. Phase 2 Enhancements

Built into the new design of the website are the following feature enhancements for our customers:

- New password change management procedure
- Modernized account registration process
- Improved personalization and modernized look of the CenHub My Account Summary page
- Real-time data synchronization with Simple Energy for new account registration process

We have expanded upon the products available on the CenHub Store and now offer:

- Window A/C control units
- Wirelessly controlled lighting options and dimmer switch
- Outdoor garden lighting

2. Phase 3 Progress

For Phase 3 we have improved upon the original filing proposal and have begun analyzing program marketing potential and possible cross promotion with other programs. As a result we are pursuing an opportunity to extend existing partnerships, which will reduce costs or provide new revenues from existing programs and will likely offset the customer subscription cost for the Advanced Data Services program for select customers participating in other programs. 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 Advanced Data Services subscription. 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.

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	Q2 Results
<p>Customers may be more engaged in their energy usage and energy management if they have:</p> <ul style="list-style-type: none"> a. greater awareness of available products and services that are relevant to them b. the opportunity to interact with applicable tools through a fun, educational and engaging online experience. 	<ul style="list-style-type: none"> • If Central Hudson utilizes a Multi - Channel marketing campaign, specifically inclusive of email and social media to market CenHub to residential customers... <ul style="list-style-type: none"> ○ then Central Hudson will increase the number of Digitally Engaged Residential Customers³ to 60% of Central Hudson's residential customer base within 12 months of the April 1, 2016 Phase 1 Go Live Date. • If Central Hudson utilizes gamification, reminders and relevant savings opportunities to encourage and prompt customers to complete the digital home energy profile... <ul style="list-style-type: none"> ○ then 5% of the Digitally Engaged Residential Customers will complete the home energy profile within 12 months of the April 1, 2016 Phase 1 Go Live Date. • If Central Hudson develops an engaging platform that informs customers about their energy use, provides actionable energy savings tips linked to available products and services, and reinforces behaviors through gamification and social interaction... <ul style="list-style-type: none"> • then on average Digitally Engaged Residential Customers will become more energy efficient than their digitally unengaged counterparts 	<ul style="list-style-type: none"> • Current enrollment rate in CenHub My Account – 40% • Projected enrollment rate by end of year 1 – 41% <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"> • Current Home profile completion rate – 2.9% • Projected completion rate by end of year 1 – 11% <p>We will continue to educate customers on the value of completing their home profile and reward customers through the points system but no additional action plan is required for this objective.</p>
<p>Customers may become engaged in the purchase of energy products and services they value through:</p> <ul style="list-style-type: none"> 1. an information driven, guided 	<ul style="list-style-type: none"> • If Central Hudson provides CenHub users with energy usage information and targeted actionable savings tips linked to products and services available on CenHub ... <ul style="list-style-type: none"> ○ then we expect to achieve 8,000 product purchases within the first 12 	<ul style="list-style-type: none"> • Current product sales – 3,193 items • Projected product sales for year 1 – >8,000 <p>We are tracking on target for product sales but have recently seen a decrease in rate of</p>

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

<p>e-commerce experience.</p> <p>2. A social online experience that inspires competition and community action</p> <p>3. The availability of instant rebates and rewards programs</p>	<p>months of the April 1, 2016 Phase 1 Go Live Date.</p>	<p>sales.</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>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.</p>	<ul style="list-style-type: none"> • If Central Hudson provides CenHub users with energy usage information and actionable savings tips linked to products and services available on CenHub ... • then CenHub will generate approximately \$40,000 of Platform Service Revenues (PSRs) for Central Hudson within the first 12 months of the April 1, 2016 Phase 1 Go Live Date. 	<ul style="list-style-type: none"> • Current amount of PSR's – \$9,000 • Projected PSR's for year 1 – \$19,000 <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.</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>Customers may be willing to pay for Advanced Data Services.</p>	<ul style="list-style-type: none"> • If we offer an Advanced Data Services package featuring an intuitive and engaging user experience and utilize multi-channel and targeted marketing... • then 1,000 customers will subscribe to the Advanced Data Services package within 12 months of the September 30, 2016 Phase 2 Go Live Date. 	<p>Not yet measured</p>
<p>Advanced Data Services may</p>	<ul style="list-style-type: none"> • If Central Hudson directly markets to 	<p>Not yet measured</p>

<p>influence customers' behavior.</p>	<p>Advanced Data Services subscribers and provides insights and tips regarding management of their energy usage and cross-promotes programs such as Targeted Demand Response...</p> <ul style="list-style-type: none"> ○ then customers with Advanced Data Services subscriptions will make 10% more product purchases per customer than the 'Digitally Engaged Residential Customer' within the first 12 months of subscription enrollment (measured on a rolling 12 month avg. beginning 12 months after the September 30, 2016 Phase 2 Go Live Date.) ○ 25% of Advanced Data Services subscribers will elect a non-standard rate offering such as our existing Time of Use rate within 2 years of the September 30, 2016 Phase 2 Go Live Date. 	
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C)Population

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

Table 3: Test Population

Test Population Description	Selection Method	Population Size (as Reported on December 10, 2015)	Q2 Population Size
Residential PV Customers <ul style="list-style-type: none"> to be analyzed within Channel and Segment Tests 	Identification / Selection Method: <ul style="list-style-type: none"> Net Meter installation record 	3,741	5,321
Digitally Engaged Residential Customers <ul style="list-style-type: none"> to be analyzed within Test Statement #1 to be analyzed within Test Statement #5 to be analyzed within Channel and Segment Tests 	Identification / Selection Method: <ul style="list-style-type: none"> Current My Account users Opt-in to enrollment in CenHub following project go live 	136,000 ⁴ , all existing My Account users will be automatically enrolled in CenHub	104,325
Digitally Unengaged Residential Customer <ul style="list-style-type: none"> to be analyzed within Test Statement #1 to be analyzed within Channel and Segment Tests 	Identification / Selection Method: <ol style="list-style-type: none"> Paper bill recipient non-My Account user 	107,000	156,610
Existing customer transferring service(s) / 'Moves' <ul style="list-style-type: none"> to be analyzed within Channel and Segment Tests 	Identification / Selection Method: <ul style="list-style-type: none"> Existing customer – transferring service 	65,400	38,674 ⁵
New Residential Customer requesting service <ul style="list-style-type: none"> to be analyzed within Channel and Segment Tests 	Identification / Selection Method: <ul style="list-style-type: none"> Non-My Account / CenHub user New Service request online or via call 	As Required	10,962
Home Energy Report Recipient	Treatment Group listing	103,000	103,000

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

⁵ Based on a rolling 12 month average

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

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
If Central Hudson utilizes a Multi -Channel marketing campaign, specifically inclusive of email and social media, to market CenHub to residential customers...	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.	Residential Customer My Account Enrollment Rate : 40%
a. then Central Hudson will increase the number of Digitally Engaged Residential Customers ⁶ to 60% of Central Hudson's residential customer base within 12 months of the April 1, 2016 Go Live Date.	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. 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. As part of the Phase 2 design enhancements the CenHub tutorial video and benefits of registering for	

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
















	My Account will be highlighted on a newly developed welcome page for first time registrants.	
<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> <ul style="list-style-type: none"> a. Tip Completions: 12,916 b. Badges Earned: 17,423 c. Home Profile Completions: 2,987 d. Logins: 31,269
<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 evaluating the effectiveness of the CenHub Insights program and results will be available in Q3</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 Q2 we expanded upon the CenHub Store products to include:</p> <ul style="list-style-type: none"> a. Window A/C Control Units b. Advanced controllable LED Lighting c. Outdoor LED Lighting d. Dimmer Switches

<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 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>Central Hudson and Simple Energy have co-invested in the marketing strategy for CenHub in order to maximize customer touch points and drive product sales from the CenHub Store. Both companies also share equally in the net profit of CenHub Store sales.</p> <p>Fully embedding the Simple Energy sites into the CenHub My Account experience also makes shopping simple and seamless for the customer.</p>	<p>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 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, marketing targeted messages on the benefits of wifi thermostats, and promoting manufacturer discounts (such as the Father's Day sale on the Ecobee3) can compensate for the thermostat sale shortfall and increase our PSRs.</p> <ul style="list-style-type: none"> As an example of the impact of a price reduction combined with marketing, during the Father's Day Ecobee sale we increased our thermostat sales by 84%.
<p>If we offer an Advanced Data Services package featuring an intuitive and engaging user experience and utilize multi-channel and targeted marketing...</p> <p>a. then 1,000 customers will</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>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 is underway and a project schedule will be</p>

<p>subscribe to the Advanced Data Services package in the first year (9/30/16 – 9/30/17)</p>	<p>Central Hudson is exploring options to enhance the customer offering through the following possibilities:</p> <ul style="list-style-type: none"> • bundling with smart home products • bundling with a TOU rate • bundling with a thermostat and new app and push notifications 	<p>agreed upon following a one to two week series of requirements workshops.</p>
<p>If Central Hudson directly markets to Advanced Data Services subscribers and provides insights and tips regarding management of their energy usage and cross-promotes programs such as Targeted Demand Response...</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>The data available can be paired with TOU rates, demand response programs, or smart home devices to allow the customer to maximize their energy savings and automate their home to the level that they desire and see firsthand the results of their actions.</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>Not yet implemented.</p> <p>Central Hudson is in talks with existing program partners on an effective way to merge the Advanced Data Services package with other offerings as an additional enrollment option for customers.</p>

E) Checkpoints

Table 5: Targets and Results

Target Date	Milestone	Target	2016 Q1 Actual (Cumulative through Q1 2016)	2016 Q2 Actual	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>	N/A	N/A	 August 2016
12/31/2016	<i>Cumulative Capital Expenditures</i>	\$1,200,000	\$352,916	\$1.2M	 \$1.5M
7/1/2018	<i>Annual Maintenance Expense⁷</i>	\$1,100,000	\$667,243	\$700,000	 \$1.1M
4/1/2017	<i>Enrolled CenHub Customers as % of total Residential Customer Base</i>	60%	N/A	40%	 41%
4/1/2017	<i>Product Purchases</i>	8,000	N/A	3,193	 8,000
9/15/2016	<i>CenHub Phase 3 - Go Live</i>	9/15/2016	N/A	N/A	 11/30/2016
4/1/2017	<i>% of Enrolled CenHub Customers Completed Home Profile</i>	5%	N/A	2.9%	 11%
4/1/2017	<i>CenHub Platform Service Revenues</i>	\$40,000	N/A	\$9,000 ⁸	 \$19,000
9/15/2017	<i>ADA⁹ Cumulative Deferral</i>	\$125,000	\$2,993	\$5,231	 \$100,000
9/15/2017	<i>ADA Subscriptions</i>	1,000	N/A	N/A	 1,000
9/15/2017	<i>ADA PSR</i>	\$24,000	N/A	N/A	 \$24,000
Status Key  On or exceeding target  Off target <=10%  Off target >10%					

⁷ Excludes depreciation expense.

⁸ Platform Service Revenues will be calculated quarterly beginning with Q2 2016

⁹ Advanced Data Services

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.

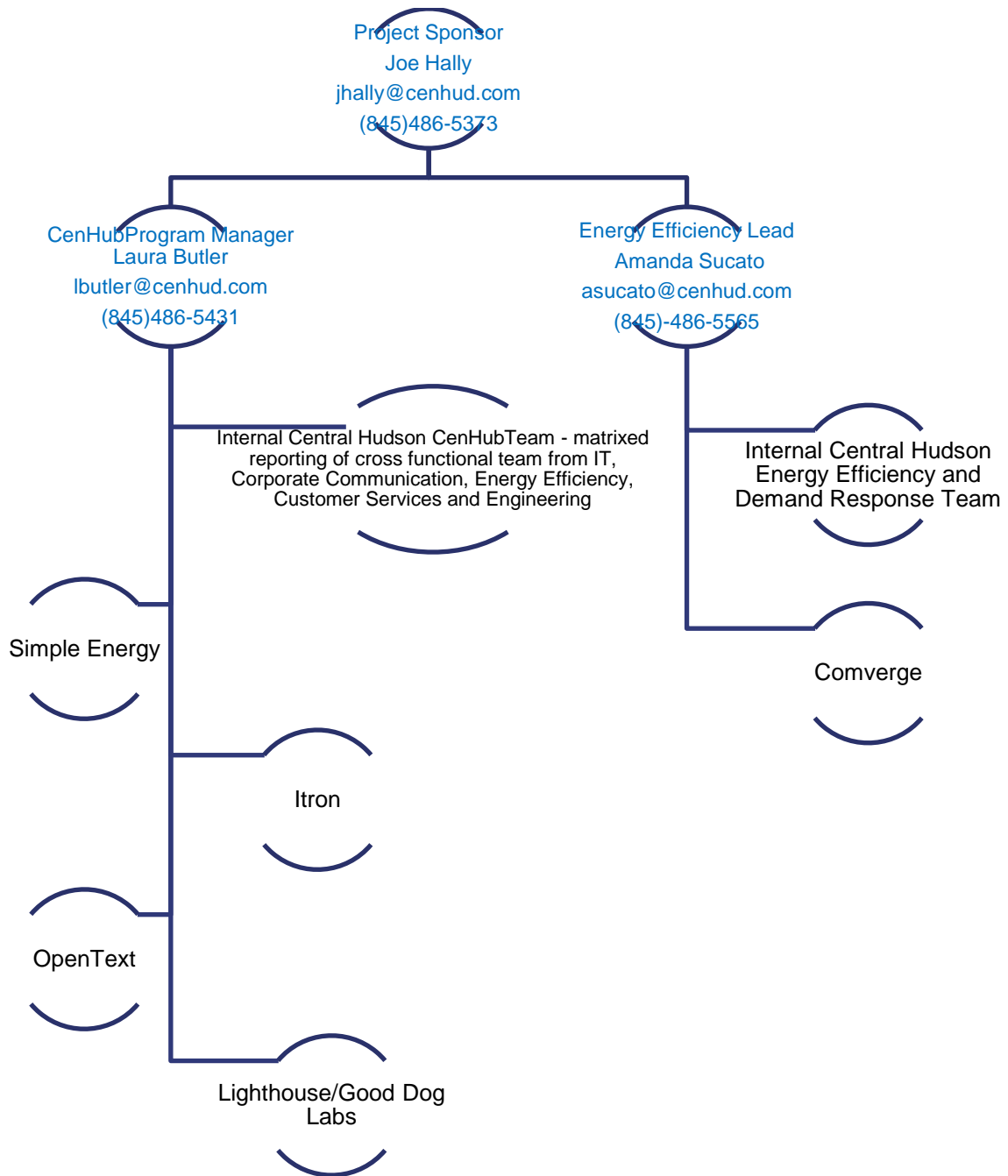
In Q2 Central Hudson maintained the project team structure that was created for Phase 1 and has continued its vendor partnerships to deliver upon the Phase 2 requirements. The team composition has expanded to include more IT resources representing the infrastructure and tech support teams in order to develop a more robust solution and ensure proper system performance for the end customer and those maintaining the new systems internally.

In addition, the team closely coordinated with the Central Hudson Monthly Billing team to adjust for the programming changes being made to enable monthly bills and ensure that it did not impact the customer experience on CenHub Insights or the energy efficiency data measures.

In order to validate our metrics and enable analysis of our program effectiveness in real time the team partnered with the Central Hudson business intelligence team to create a project dashboard to complement the web analytics dashboards we created using Google Analytics. This creates for the team an all-encompassing view and drill down capability into how we are performing on our program objectives.

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

Figure 2: Team Members



Once Phase 3 kicks off the team will expand to include Central Hudson internal resources from Regulatory Affairs, Cost & Rate, Meter Reading, and the Meter Shop.

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.
Advanced Data Services - 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.
Advanced Data Services – Data Repository and Management (ITRON)	Ittron will host the Meter Data Management Repository for the duration of the project per contract terms. Ittron 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 and the team is evaluating whether to replace this role with an internal or external resource for Phase 3.</p> <p>OpenText has an assigned PM for their resources on a part time basis to ensure timely delivery and documentation of their tasks.</p> <p>Ittron 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

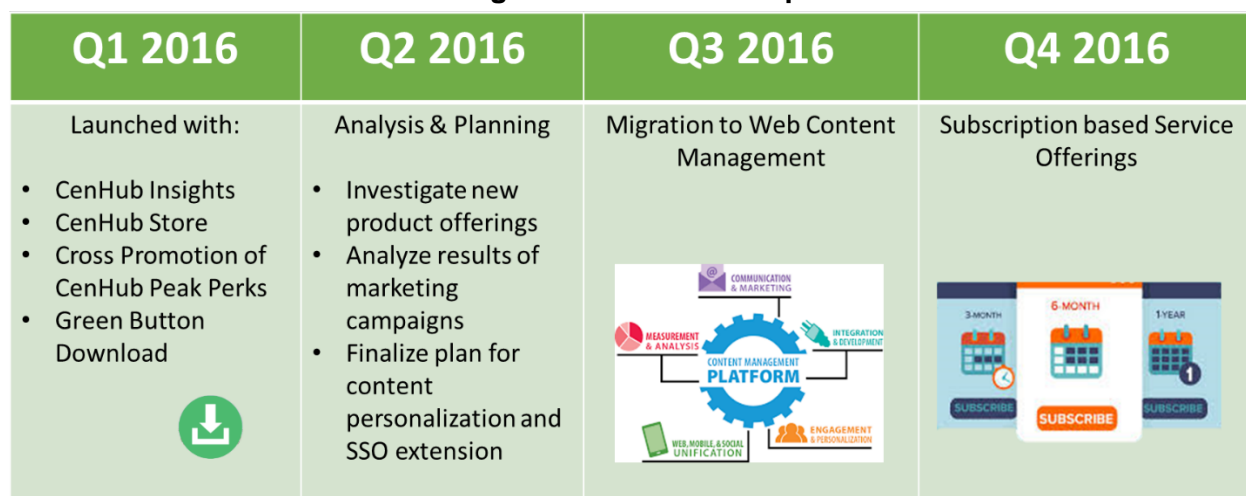
Format	Frequency	Participants
Standups – short in person discussion to identify any blockers or clarify tasks items	Twice per week, increasing frequency as needed based on criticality of project tasks	All project team members
Sprint planning – in person review of all requirements and assignment of tasks to team members	On the first day of each new sprint	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 at the end of each sprint	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 Q2 the team finalized the Web Experience Management process flows and designs. The team began unit testing and experienced setbacks to the schedule due to challenges meeting the single sign on related task deliverables and a bug identified in the identity management product. The team is actively working to overcome these issues and has escalated the bug with the identity management software provider. As a result the team is projecting a two week delay in go live of Phase 2 but is attempting to identify all options to reduce the delay without sacrificing quality or function.

Figure 3: 2016 Roadmap

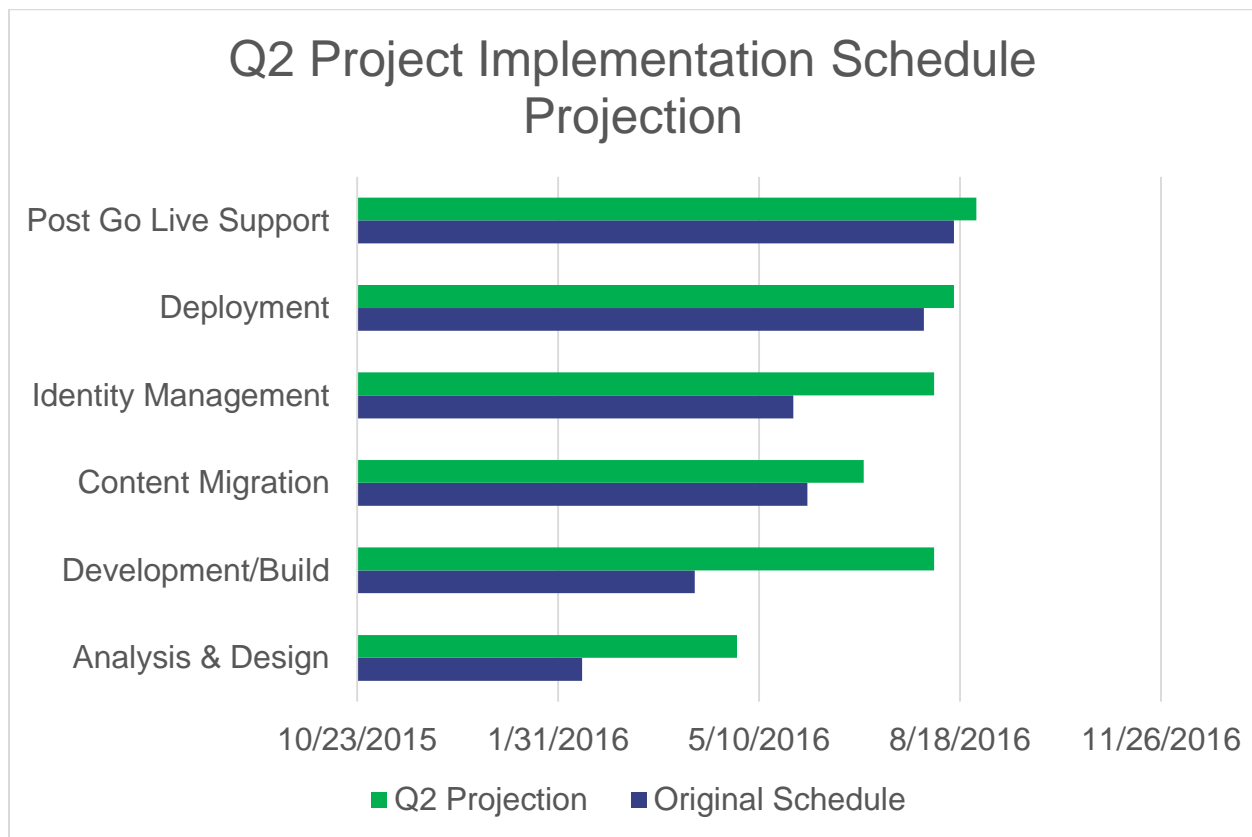


a. Schedule

- I. Phase 2 is in progress and will continue through go live in August. Figure 4 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 involves 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.

Figure 4: 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. We identified opportunities to enhance the gamification component by increasing the tip library and creating larger point program opportunities that align with the overall corporate strategy to increase registration rates and engagement

with CenHub. The team worked with Simple Energy to prioritize the design, build and testing of these new features. In addition the team also worked with Simple Energy to modify the data feeds to account for the changes related to the transition by Central Hudson to monthly billing.

b. Action Items

I. Identity Management

- The team has escalated a critical bug to Forgerock and engaged their engineering team. We have been in daily communications working back and forth on this issue.
- The team is developing a work around to eliminate the blocker and allow continued progress on the project in terms of testing and design completion

II. Email Validation

- Having accurate customer emails is vital to the success of the email marketing strategy and our ability to communicate with customers. In addition as part of Phase 2 we are improving upon the self service options and altering the business process flows related to new account registrations and password resets, both requiring a valid email address to proceed. To ensure we are building a viable and user friendly solution the team engaged and has a member participating directly on an internal process improvement team, under the Bridge to Excellence (B2E) initiative, investigating ways to improve our email address accuracy.

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: 4/20/2016</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 on end caps as well as on the shelf. We will be updating all materials to feature the CenHub url in Q3.</p>
<p>Risk – Low CenHub My Account enrollment rate</p> <p>Projected Completion Date: 8/29/2016</p>	<p>a. CenHub and all of its features will be the highlight of the Central Hudson booths at both the Ulster and Dutchess County Fairs this August. We will set up the booth and train workers on how to assist customers in registering for CenHub My Account.</p> <ol style="list-style-type: none"> 1. A similar approach was used at our internal launch event and we were very successful with a 30% enrollment rate of internal employees that attended the event. We hope to experience a comparable result and boost the registration rate. <p>b. We are building Utility Programs on CenHub Insights within the tips library to award points for My Account registration. This feature is currently in test.</p>
<p>Opportunity – Increased utilization of gamification</p> <p>Projected Completion Date: 8/1/2016</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 currently 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: 7/31/2016</p>	<p>a. We have expanded the types of products we have available on the store and introduced non-rebate eligible items. To date we have not seen any sales movement on these items. We will continue to analyze and work with Simple Energy to modify our sales strategy.</p> <p>b. In July we will be increasing the rebate levels on specialty lighting and bringing back the \$1 lightbulb promotion to try to increase sales.</p> <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</p>	<p>The Project Management resources are revisiting the project plan, discussing task dependencies and communication methods to keep the team operating as an effective team and stepping up to resolve issues quickly.</p> <p>Aspects related to user authentication and password management are not proceeding as planned and introducing significant schedule displays. The team is exploring all options including the possibility of launching without these feature</p>

Completion Date: 8/5/2016	enhancements as they were not part of the original scope.
Risk – Phase 3 budget and schedule impact analysis	Central Hudson is in talks with existing program partners on an effective way to merge the Advanced Data Services package with other offerings as an additional enrollment option for customers. These discussions will likely delay the Phase 3 go live date beyond 9/15/2016; however, they will likely increase the alignment of the advanced data services offering with the REV goal of market animation.

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: Advanced Data Analytics Incremental O&M Work Order Transaction Details



















































Report Attachment 6: CenHub Carrying Charge Work Order Transaction Details

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

Report Attachment 8: CenHub Insights Statistics

Report Attachment 9: Traffic and Engagement

Report Attachment 10: CenHub Ecommerce

ID		Task Mode	Task Name	Start	Finish	% Work Complete	Text1	Jan 03, '16							
								S	S	M	T	W	T	F	S
1			CenTral Hudson - WEM/Portal Implementation Project	Mon 01/04/16	Thu 08/25/16	78%	Comments								
2			Dependent Items - Non OT Tasks	Mon 01/04/16	Mon 01/04/16	0%									
12			Analysis & Design Stage	Mon 01/04/16	Fri 04/29/16	100%									
13			Architecture - sizing & scaling	Mon 01/04/16	Mon 03/21/16	100%									
17			Requirements	Wed 01/13/16	Mon 02/29/16	100%									
18			Discovery sessions	Wed 01/13/16	Mon 02/29/16	100%	Required education of the team								
19			Analysis & Requirements Documentation	Mon 01/18/16	Mon 02/29/16	100%	Required education of the team that delayed								
20			Technical Design & Documentation for Non-SSO components	Wed 01/27/16	Thu 02/11/16	100%									
21			Non-SSO Design doc review sessions & demo	Thu 02/11/16	Mon 02/15/16	100%									
22	 		Technical Design for SSO integration	Mon 03/21/16	Wed 03/30/16	100%									
23			CR Item - New login & User Registration flow	Fri 04/29/16	Fri 04/29/16	100%	Additional scope item								
24			Analysis & Design of new user registration & login flow	Fri 04/29/16	Fri 04/29/16	100%									
25			Present Architecture Doc - first draft	Wed 01/13/16	Wed 01/13/16	100%									
26			Present Requirements Checklist - First pass	Wed 01/20/16	Wed 01/20/16	100%									
27			Present Technical Design - First Draft	Fri 02/05/16	Fri 02/05/16	100%									
28			Architecture signoff	Tue 03/22/16	Tue 03/22/16	100%									
29			Requirements signoff	Mon 03/07/16	Mon 03/07/16	100%									
Project: CentralHudson-WEMPort Date: Tue 07/26/16			Task		External Milestone		Manual Summary Rollup								
			Split		Inactive Task		Manual Summary								
			Milestone		Inactive Milestone		Start-only								
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Page 1															


ID	Task Mode	Task Name	Start	Finish	% Work Complete	Text1	Jan 03, '16						
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30			Technical Design signoff - Non-SSO components	Fri 02/26/16	Fri 02/26/16	100%							
31			SSO Design signoff	Thu 03/31/16	Thu 03/31/16	70%							
32			Development/Build Stage	Mon 01/18/16	Mon 08/15/16	88%	Delayed delivery date						
33			Environments Build	Mon 01/18/16	Thu 05/26/16	95%							
34			DEV Environment	Mon 01/18/16	Fri 01/29/16	100%							
35			Production Environment	Mon 05/09/16	Thu 05/26/16	90%							
36			WEM & Display Side Implementation	Mon 02/01/16	Fri 08/12/16	87%							
37			Completed Non-SSO Tasks	Mon 02/01/16	Wed 02/10/16	100%							
41			Completed Non-Sso Tasks - 04/05	Mon 02/01/16	Mon 04/04/16	100%							
71			Pending Tasks	Thu 03/31/16	Fri 08/12/16	83%							
72			OT SSO Related Tasks	Thu 03/31/16	Tue 05/10/16	100%							
75			Lighthouse SSO Related Tasks	Mon 04/11/16	Fri 05/27/16	86%	Missed deadlines drove schedule delays						
76			CR Items	Mon 05/02/16	Fri 08/12/16	68%							
77			User Login/Logout integration	Tue 08/09/16	Fri 08/12/16	100%	Additional scope item						
78			Update Profile & My Account Page	Mon 05/09/16	Mon 08/01/16	100%	Additional scope item						
79			Additional User Registration Fields & Flow & Update Profile	Tue 05/03/16	Mon 08/08/16	79%							
80			DEV Upgrade to R16	Mon 05/02/16	Fri 05/06/16	100%							
81			OT CSR Impersonation - design & develop	Tue 06/28/16	Mon 07/11/16	0%	Additional scope item						



















Project: CentralHudson-WEMPort
Date: Tue 07/26/16

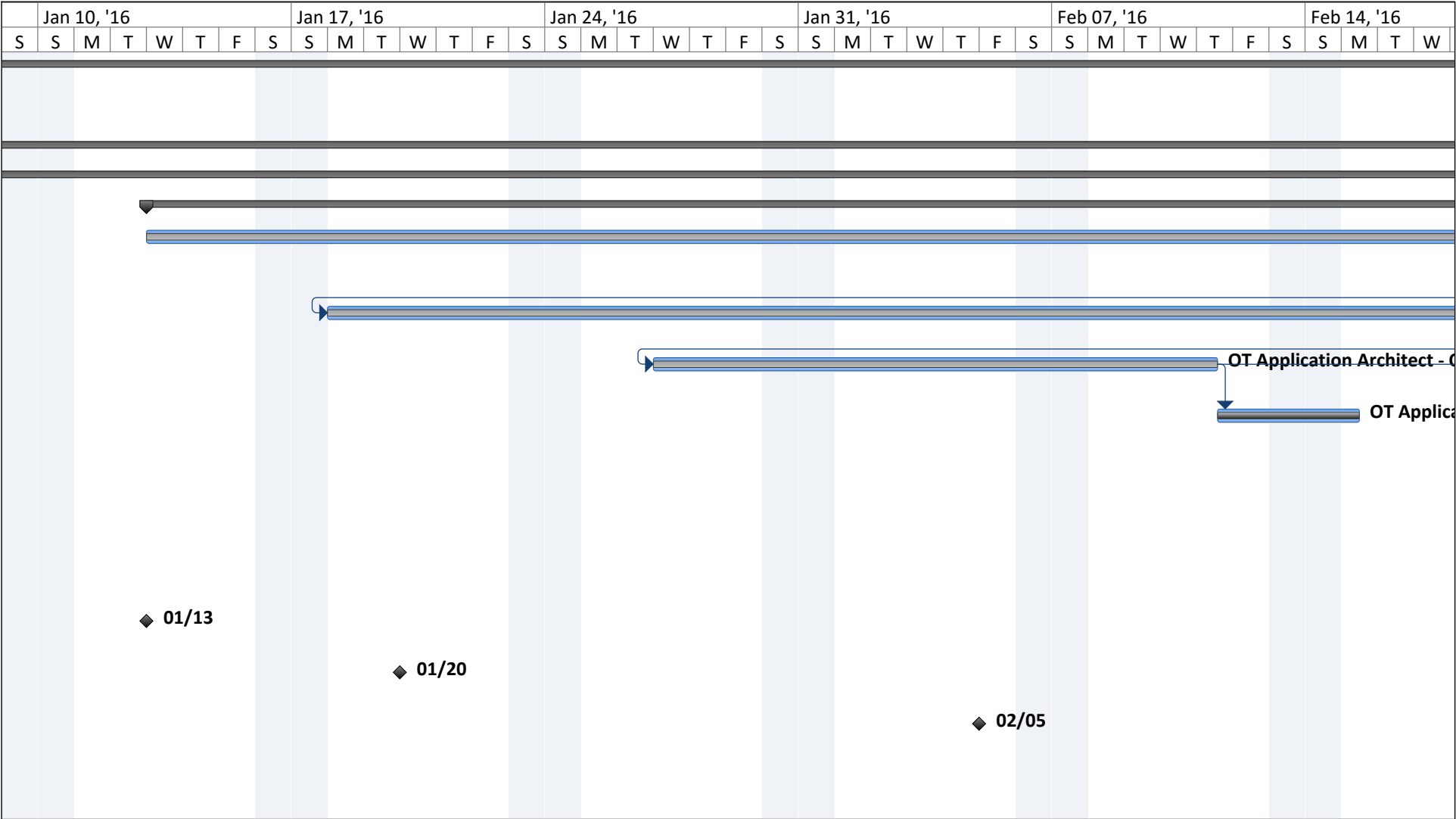
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External Tasks		Duration-only		Progress	

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82			Lighthouse CSR Impersonation - design & develop	Tue 06/28/16	Wed 07/06/16	75%	Additional scope item							
83			Demo -1	Mon 02/22/16	Mon 02/22/16	100%								
84			Demo -2	Mon 03/14/16	Mon 03/14/16	100%								
85			Demo -3	Thu 03/31/16	Thu 03/31/16	100%								
86			Dev Completion	Fri 08/12/16	Fri 08/12/16	0%								
87			Content Migration Stage	Mon 02/01/16	Fri 07/01/16	93%								
88			Completed Content Migration Task	Mon 02/01/16	Wed 02/03/16	100%								
91			Create Scripts for Migration	Tue 03/08/16	Fri 03/25/16	100%								
96			Test scripts in DEV with sample data	Mon 03/28/16	Tue 03/29/16	100%								
97			Run migration with sample data (10%)	Wed 03/30/16	Wed 03/30/16	100%								
98			Provide support during production page creation	Mon 06/06/16	Fri 07/01/16	80%								
99			Deployment Stage	Mon 05/09/16	Thu 08/25/16	31%	Delayed delivery date							
100			Move Non -SSO code & assets from DEV to Pre-Prod	Tue 05/31/16	Mon 06/06/16	100%								
101			System Integration Testing in DEV & Pre-Prod	Mon 05/09/16	Fri 06/03/16	100%								
102			Support QA & UAT	Tue 06/07/16	Fri 07/29/16	29%								
103			UAT Signoff	Fri 08/12/16	Fri 08/12/16	0%								
104			knowledge Transfer	Fri 08/12/16	Thu 08/18/16	0%								
105			Support Performance Testing & Tuning	Fri 07/29/16	Fri 08/19/16	0%								
106			Go/No Go call	Fri 08/12/16	Fri 08/12/16	0%								

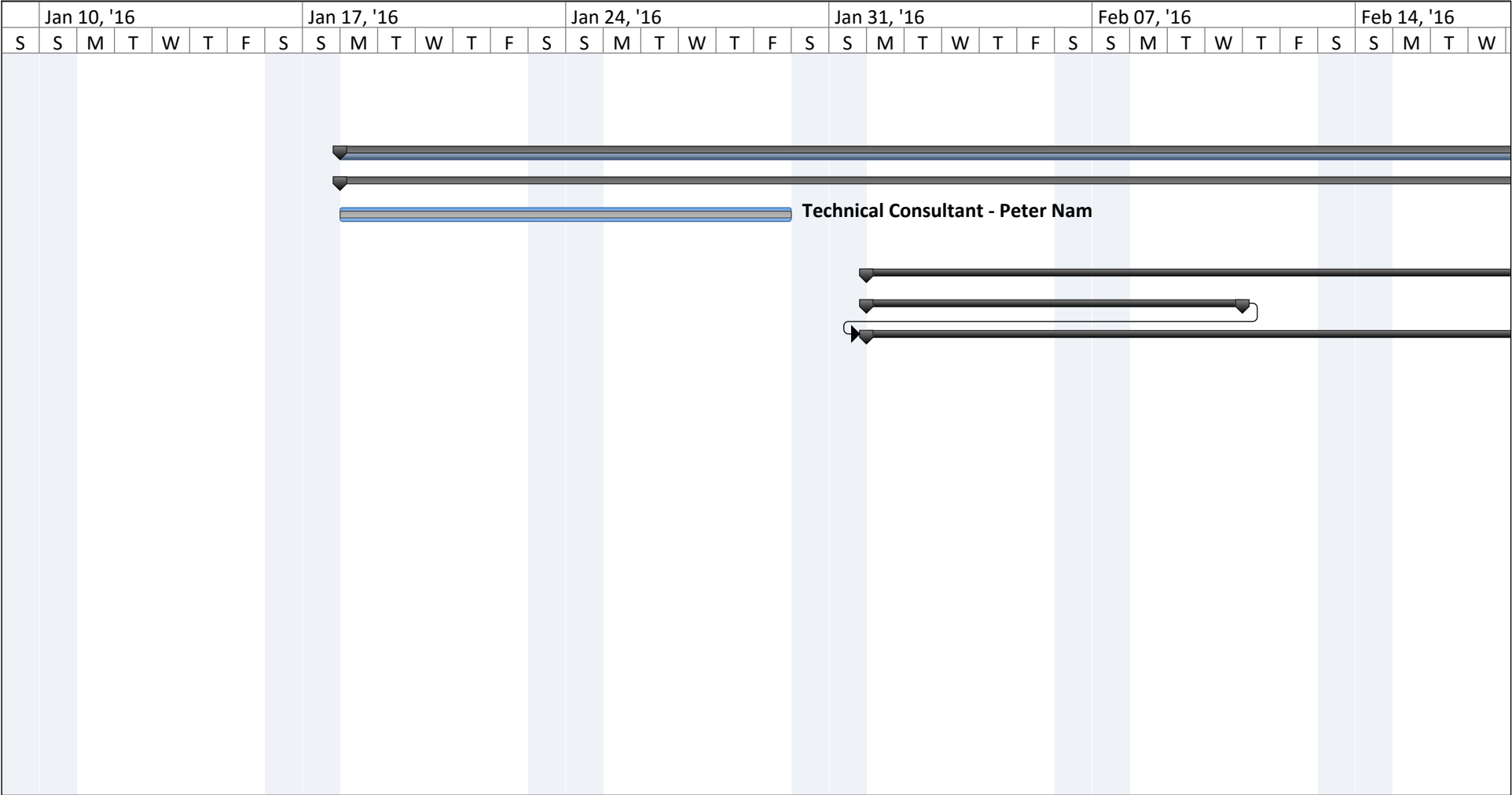
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ID		Task Mode	Task Name	Start	Finish	% Work Complete	Text1	Jan 03, '16						
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107			Prdouction Rollout & Go-live Support	Fri 08/12/16	Thu 08/25/16	0%								
108			The site is live	Thu 08/18/16	Thu 08/18/16	0%								
109			Project Management & Oversight	Mon 01/04/16	Fri 07/22/16	76%								

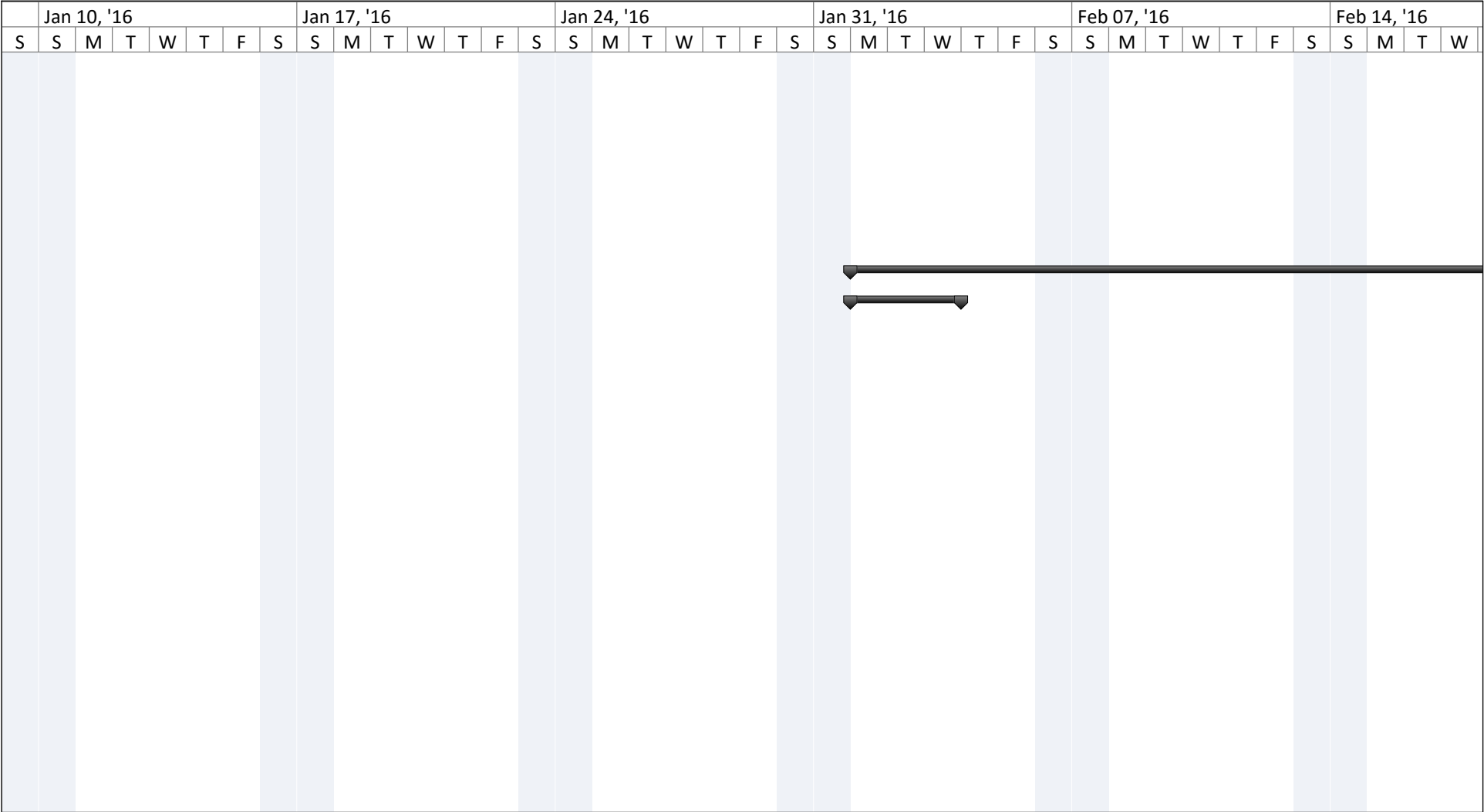
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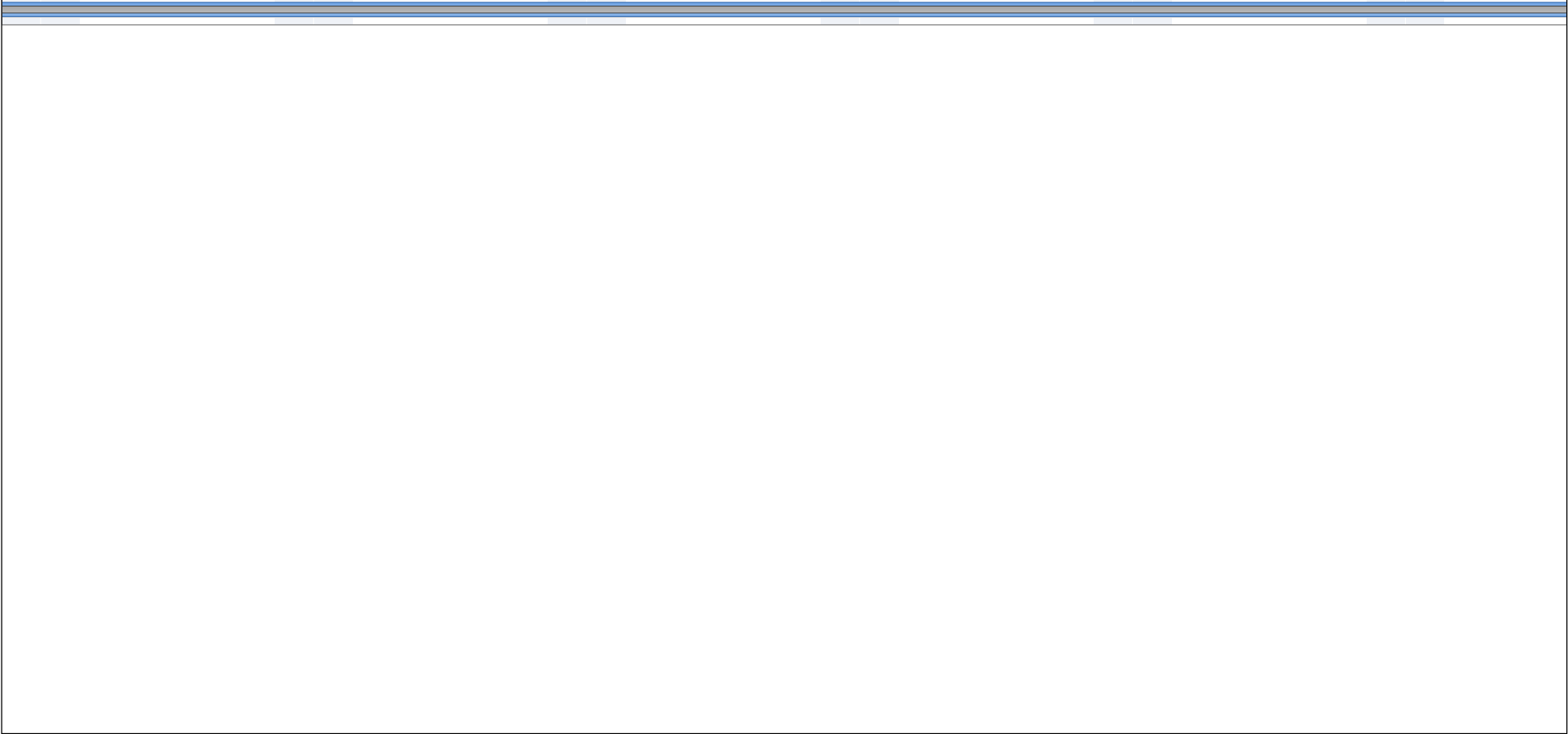


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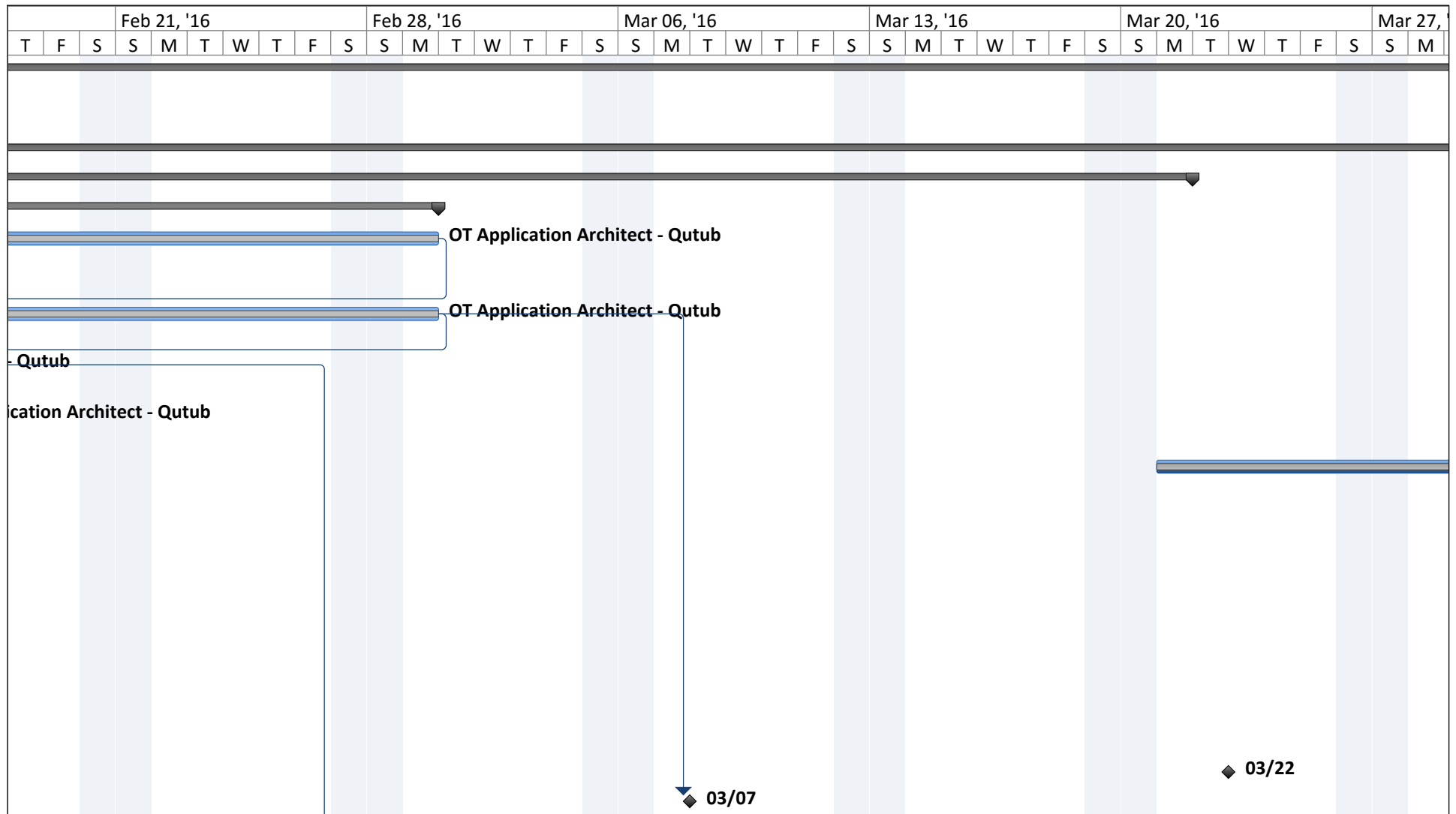




















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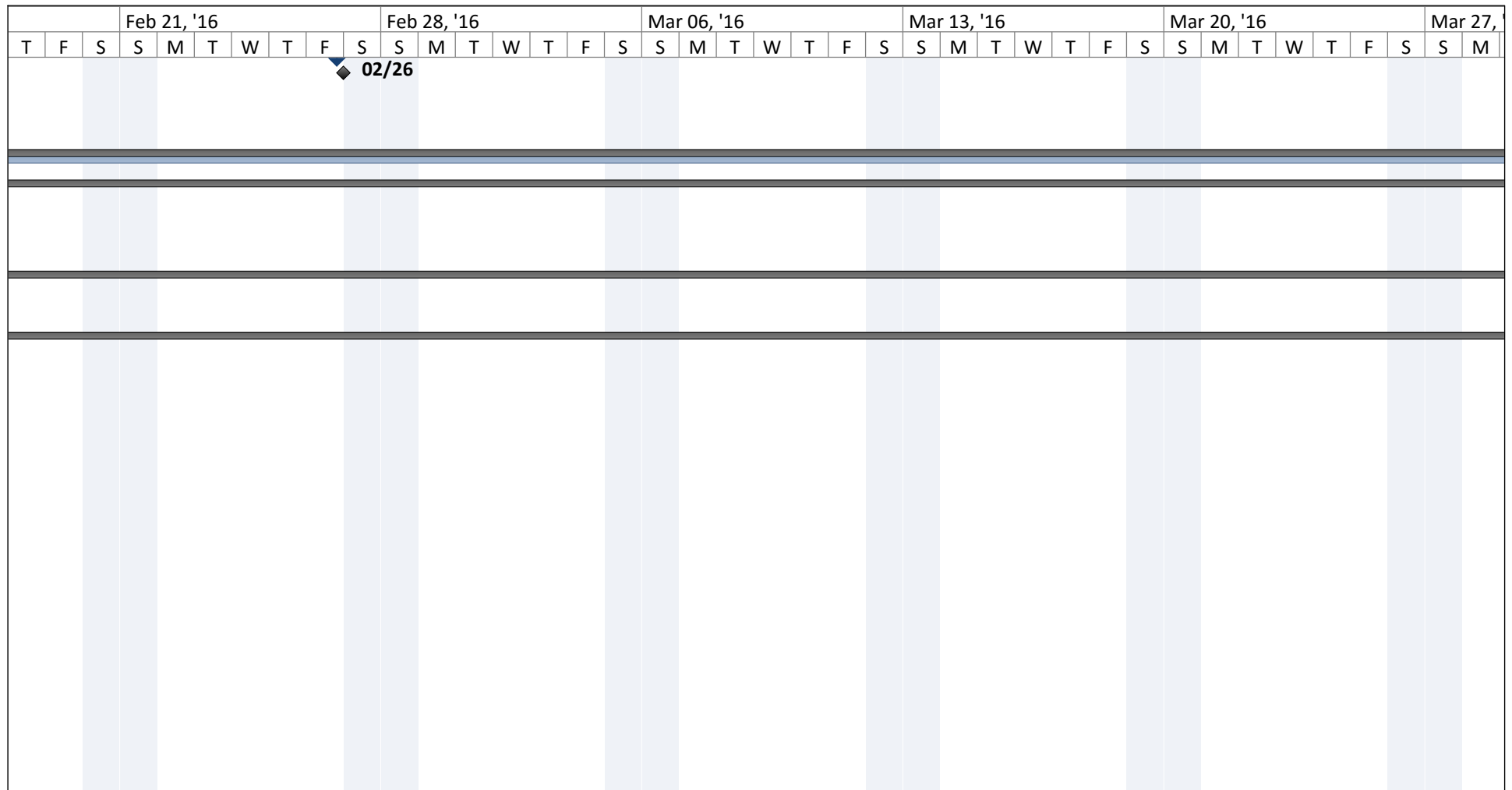
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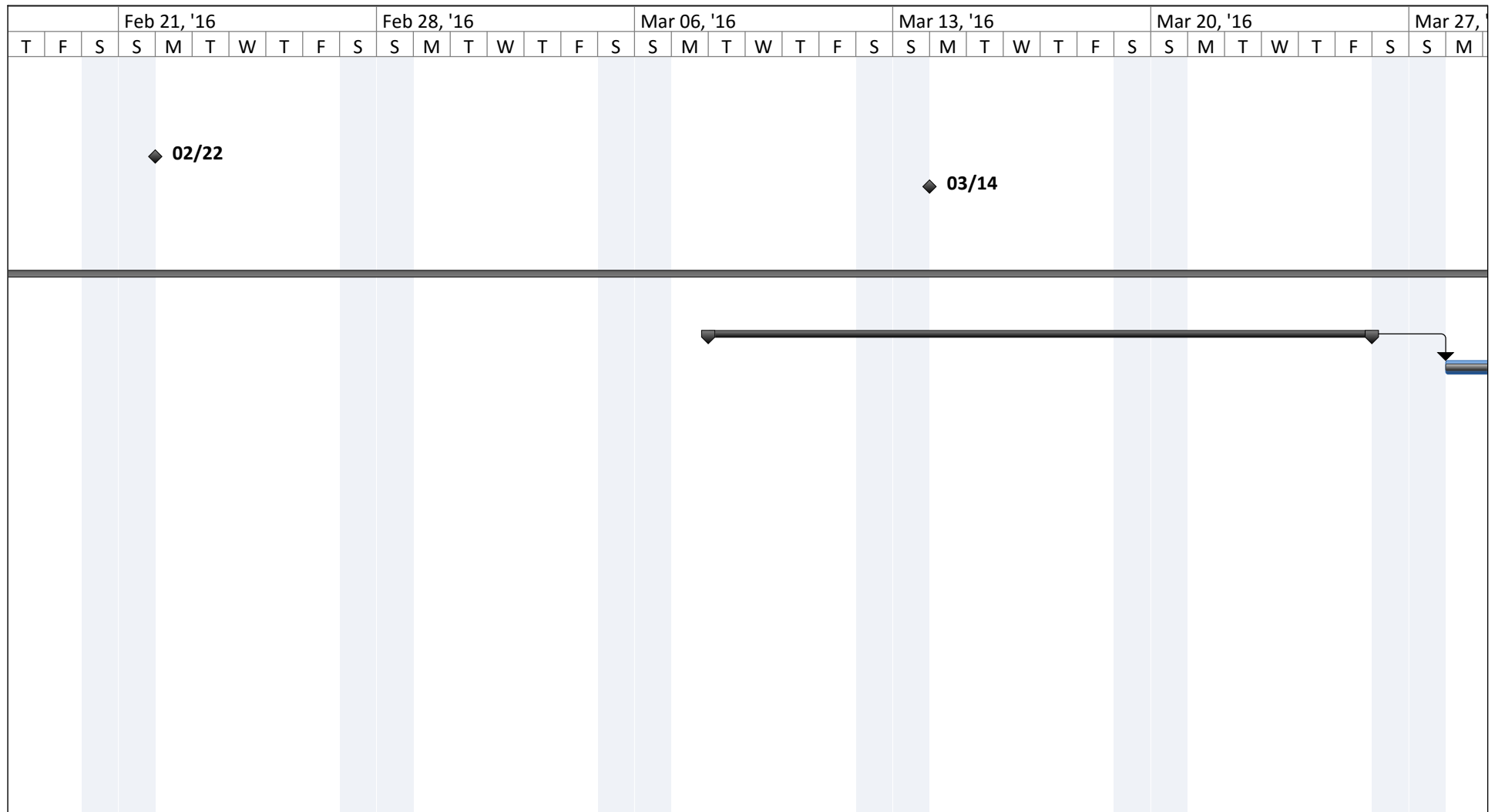
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Project: CentralHudson-WEMPort Date: Tue 07/26/16	Task		External Milestone		Manual Summary Rollup	
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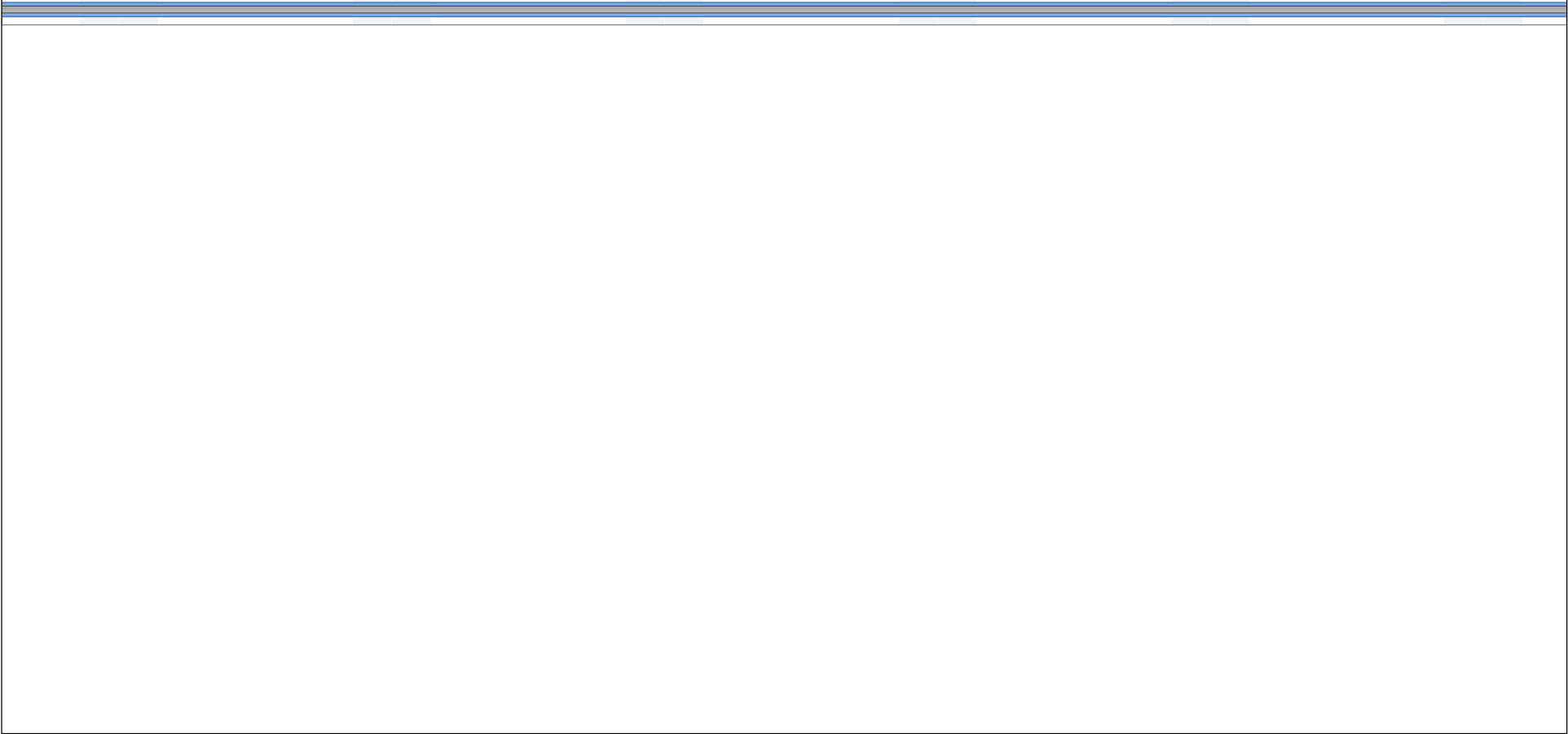


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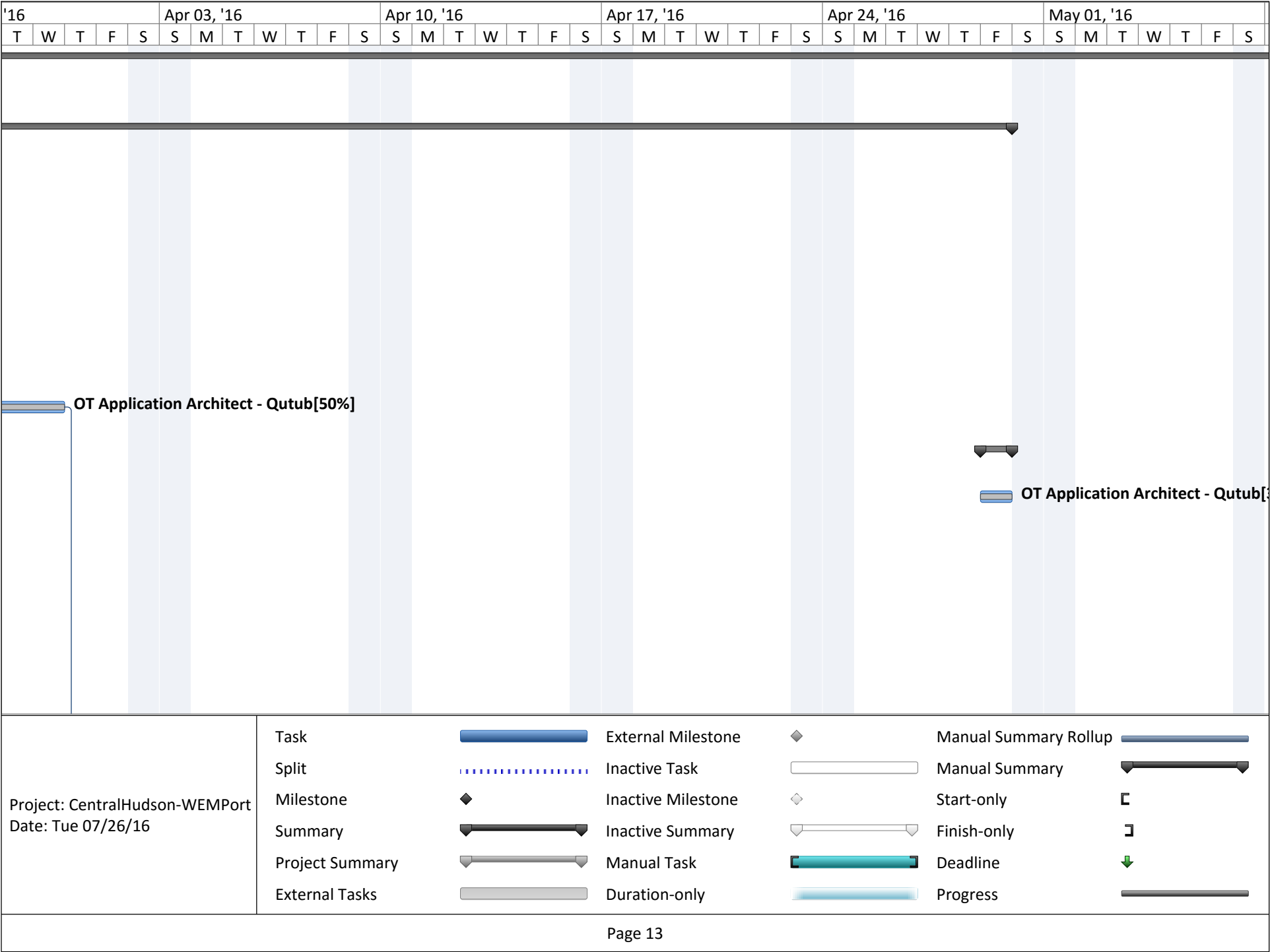


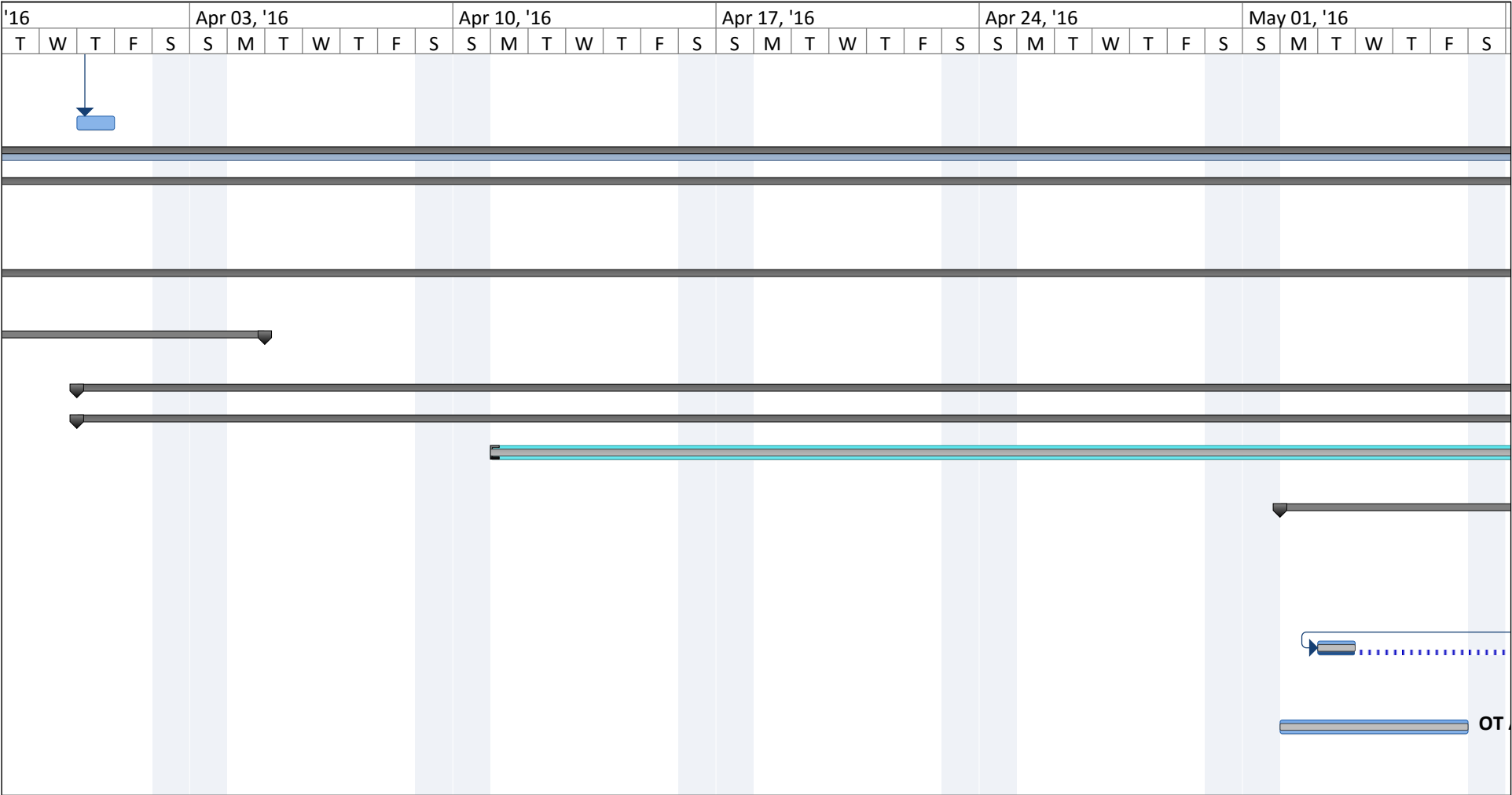
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			Feb 21, '16							Feb 28, '16							Mar 06, '16							Mar 13, '16							Mar 20, '16							Mar 27, '16			
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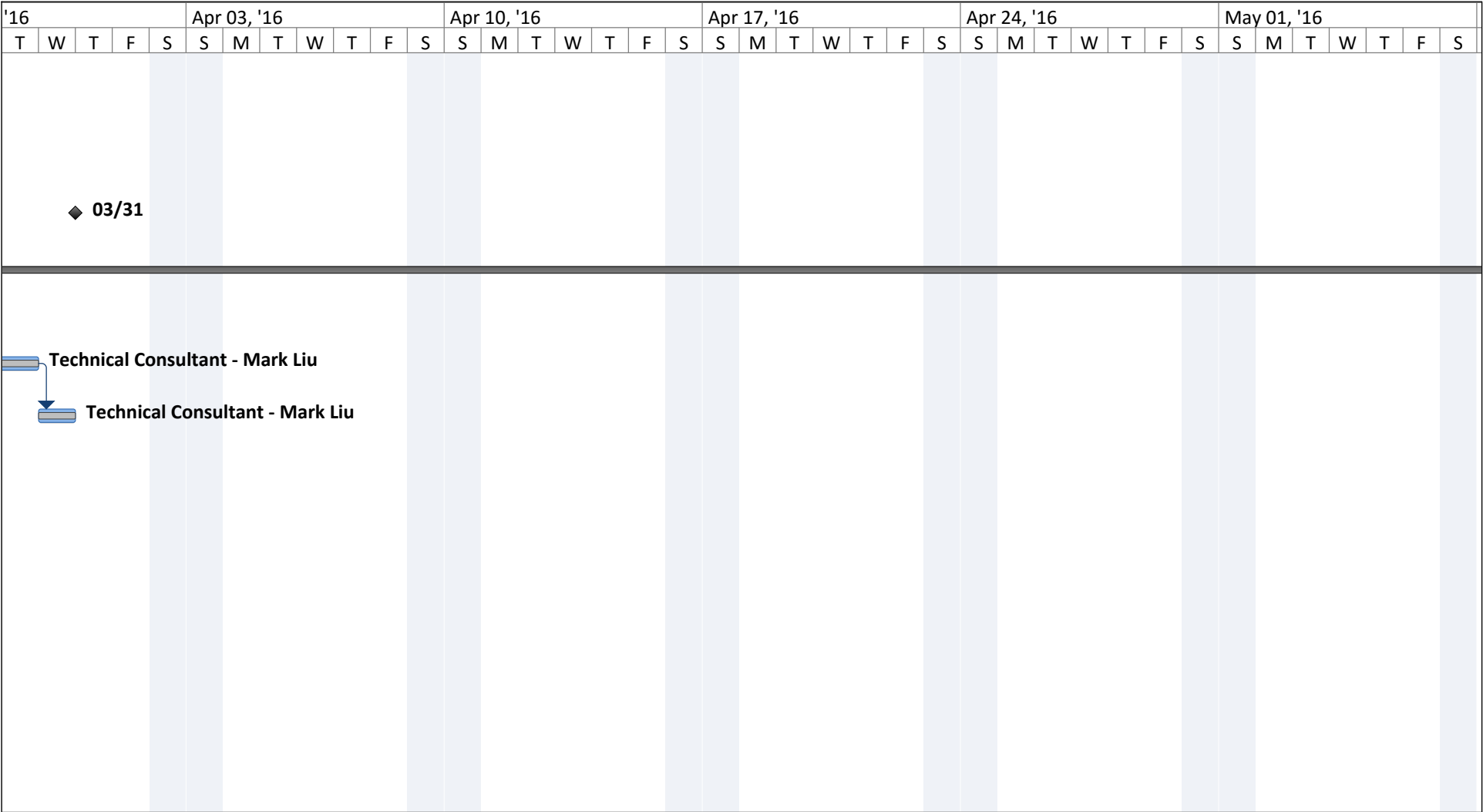
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Project: CentralHudson-WEMPort
Date: Tue 07/26/16

Task		External Milestone		Manual Summary Rollup	
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Project: CentralHudson-WEMPort Date: Tue 07/26/16	Task	<div></div>	External Milestone	◆	Manual Summary Rollup	<div></div>
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	Milestone	◆	Inactive Milestone	◆	Start-only	<div></div>
	Summary	<div></div>	Inactive Summary	<div></div>	Finish-only	<div></div>
	Project Summary	<div></div>	Manual Task	<div></div>	Deadline	<div></div>
	External Tasks	<div></div>	Duration-only	<div></div>	Progress	<div></div>

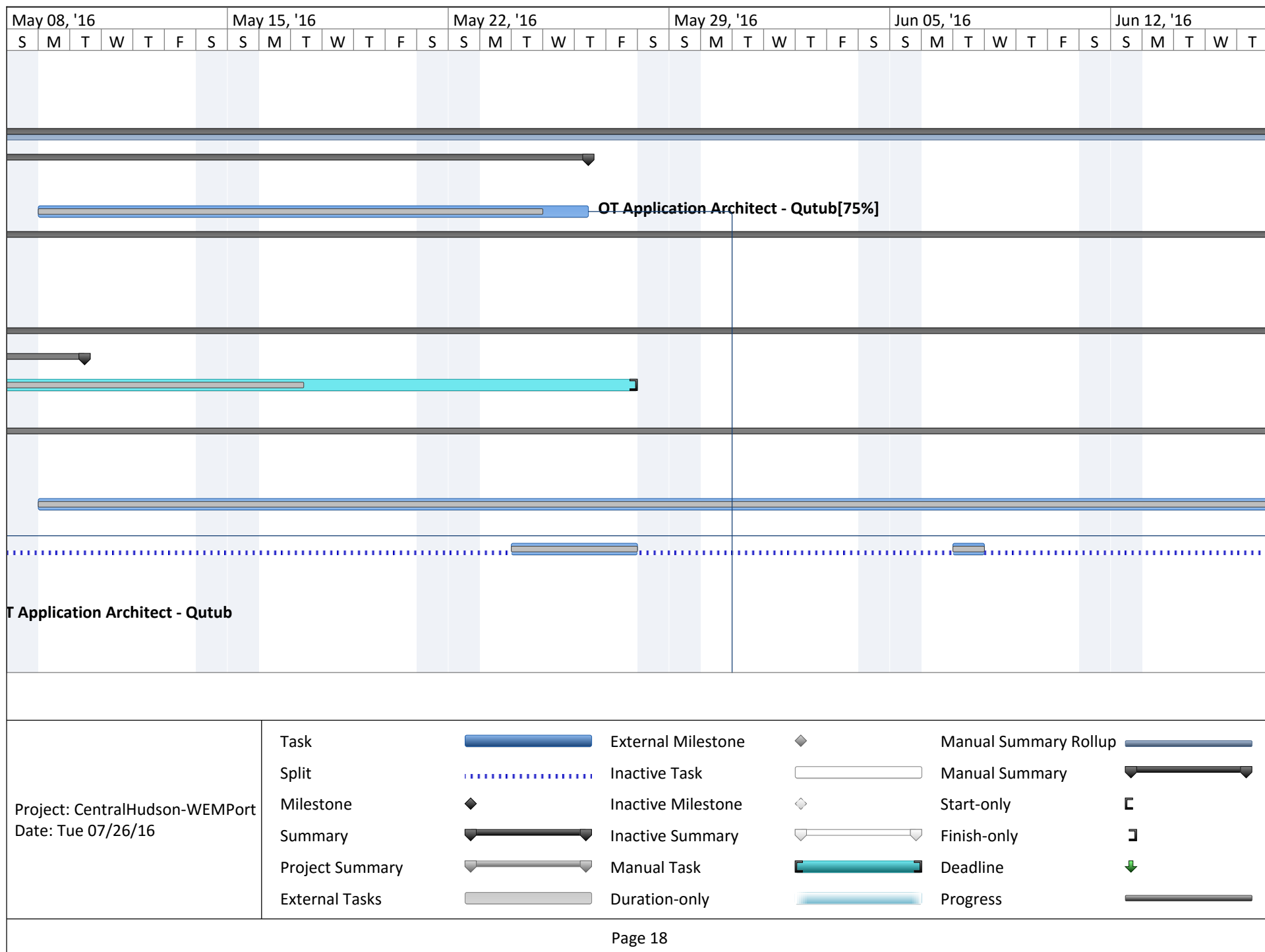
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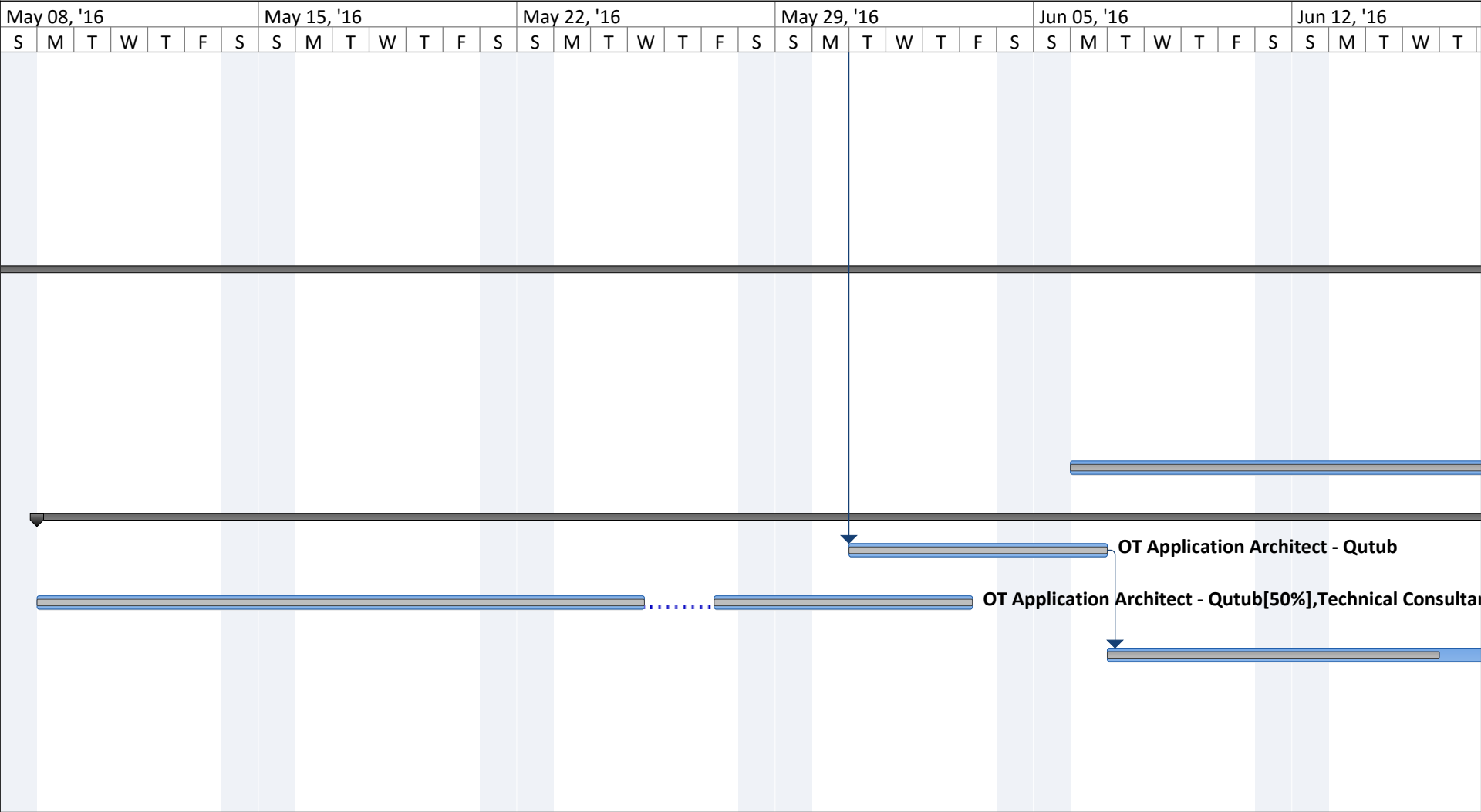
Project: CentralHudson-WEMPort Date: Tue 07/26/16	Task		External Milestone		Manual Summary Rollup	
	Split		Inactive Task		Manual Summary	
	Milestone		Inactive Milestone		Start-only	
	Summary		Inactive Summary		Finish-only	
	Project Summary		Manual Task		Deadline	
	External Tasks		Duration-only		Progress	

May 08, '16							May 15, '16							May 22, '16							May 29, '16							Jun 05, '16							Jun 12, '16				
S	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	S	M	T	W	T	F	S	S	M	T	W	T





















Project: CentralHudson-WEMPort Date: Tue 07/26/16	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	



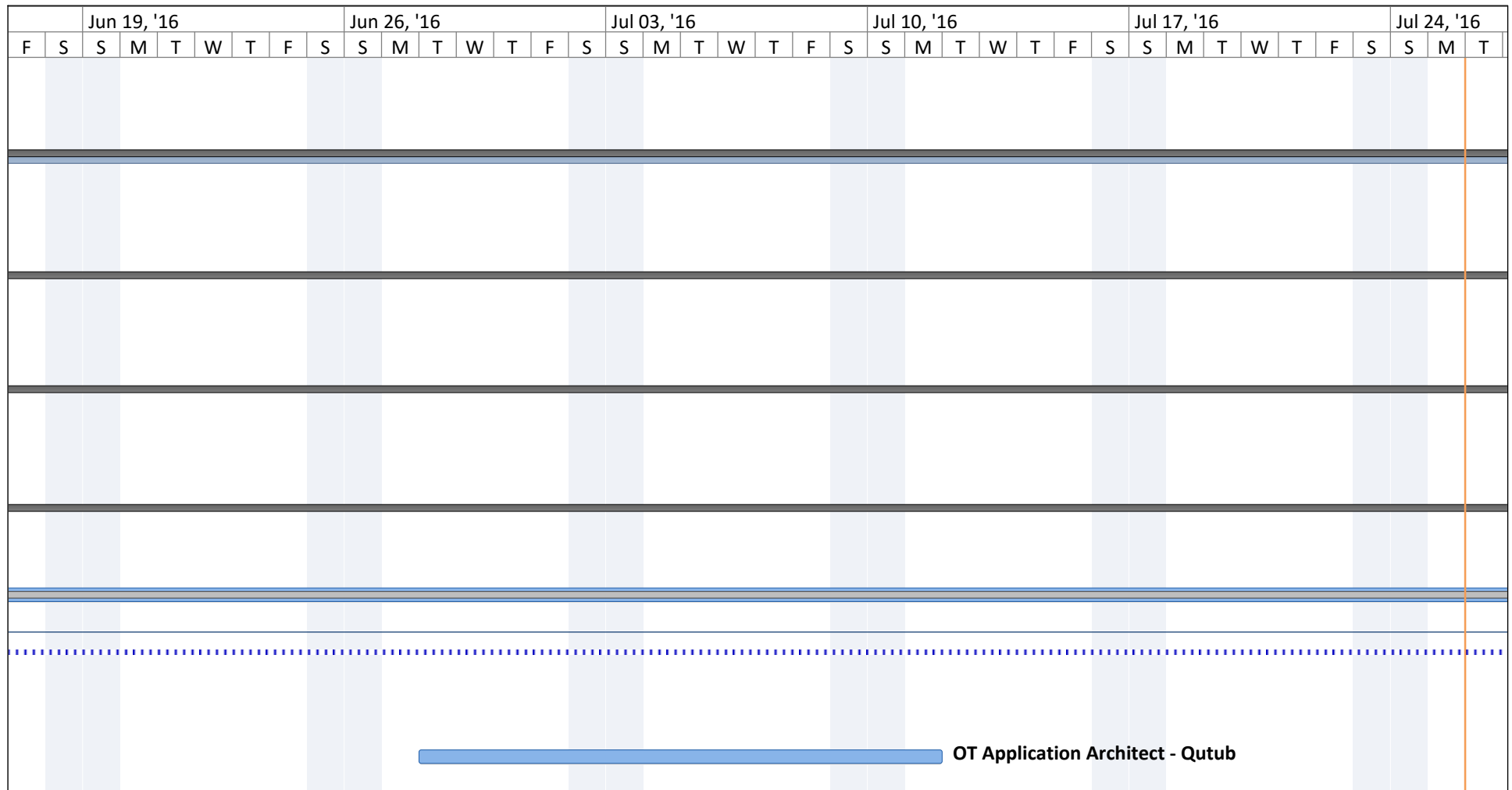




















Project: CentralHudson-WEMPort Date: Tue 07/26/16	Task		External Milestone		Manual Summary Rollup	
	Split		Inactive Task		Manual Summary	
	Milestone		Inactive Milestone		Start-only	
	Summary		Inactive Summary		Finish-only	
	Project Summary		Manual Task		Deadline	
	External Tasks		Duration-only		Progress	

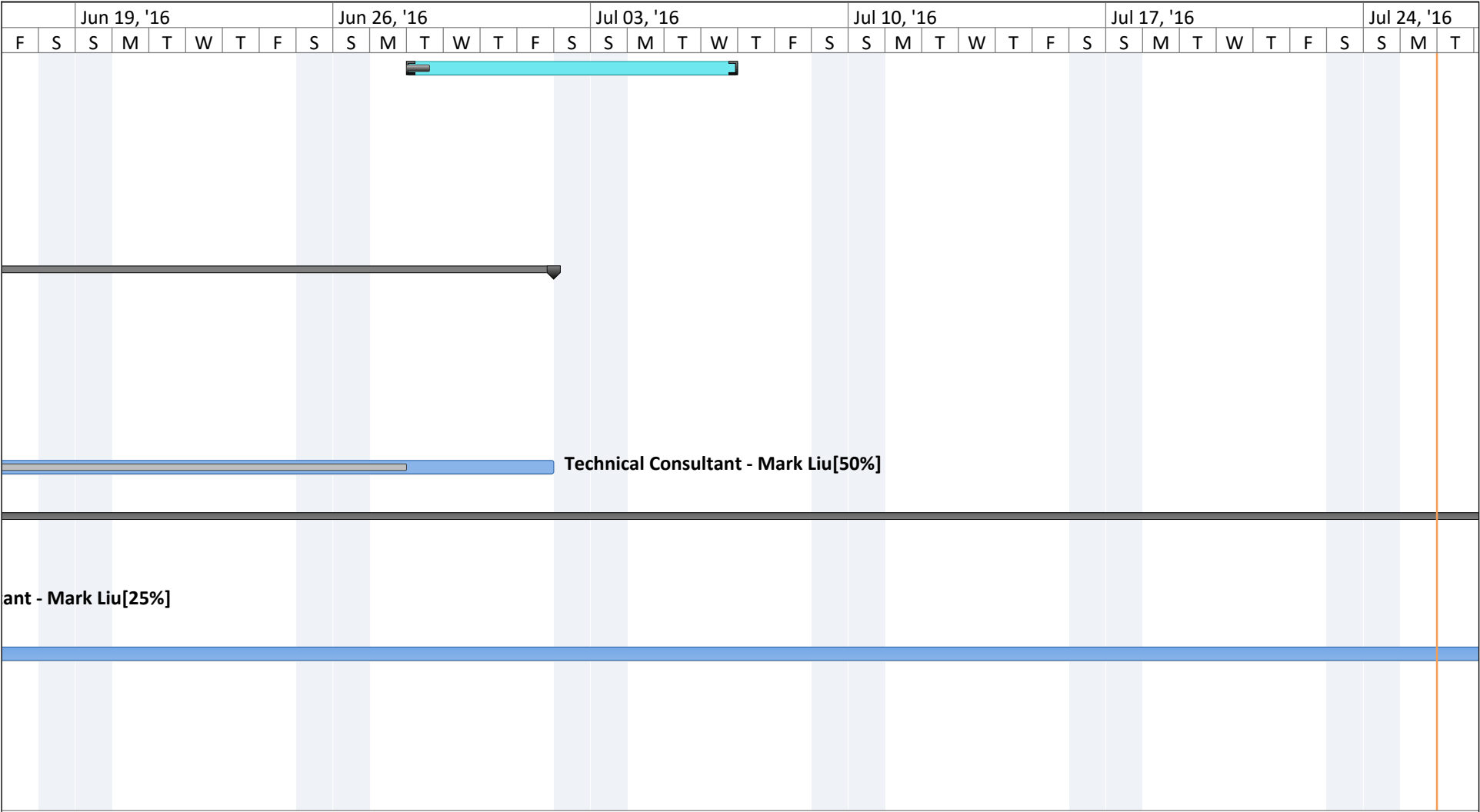
May 08, '16							May 15, '16							May 22, '16							May 29, '16							Jun 05, '16							Jun 12, '16					
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	

Project: CentralHudson-WEMPort Date: Tue 07/26/16	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	

Jun 19, '16								Jun 26, '16								Jul 03, '16								Jul 10, '16								Jul 17, '16								Jul 24, '16			
F	S	S	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	S	M	T											
Project: CentralHudson-WEMPort Date: Tue 07/26/16								Task	<div></div>	External Milestone	<div></div>	Manual Summary Rollup	<div></div>																														
								Split	<div></div>	Inactive Task	<div></div>	Manual Summary	<div></div>																														
								Milestone	<div></div>	Inactive Milestone	<div></div>	Start-only	<div></div>																														
								Summary	<div></div>	Inactive Summary	<div></div>	Finish-only	<div></div>																														
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Page 21																																											

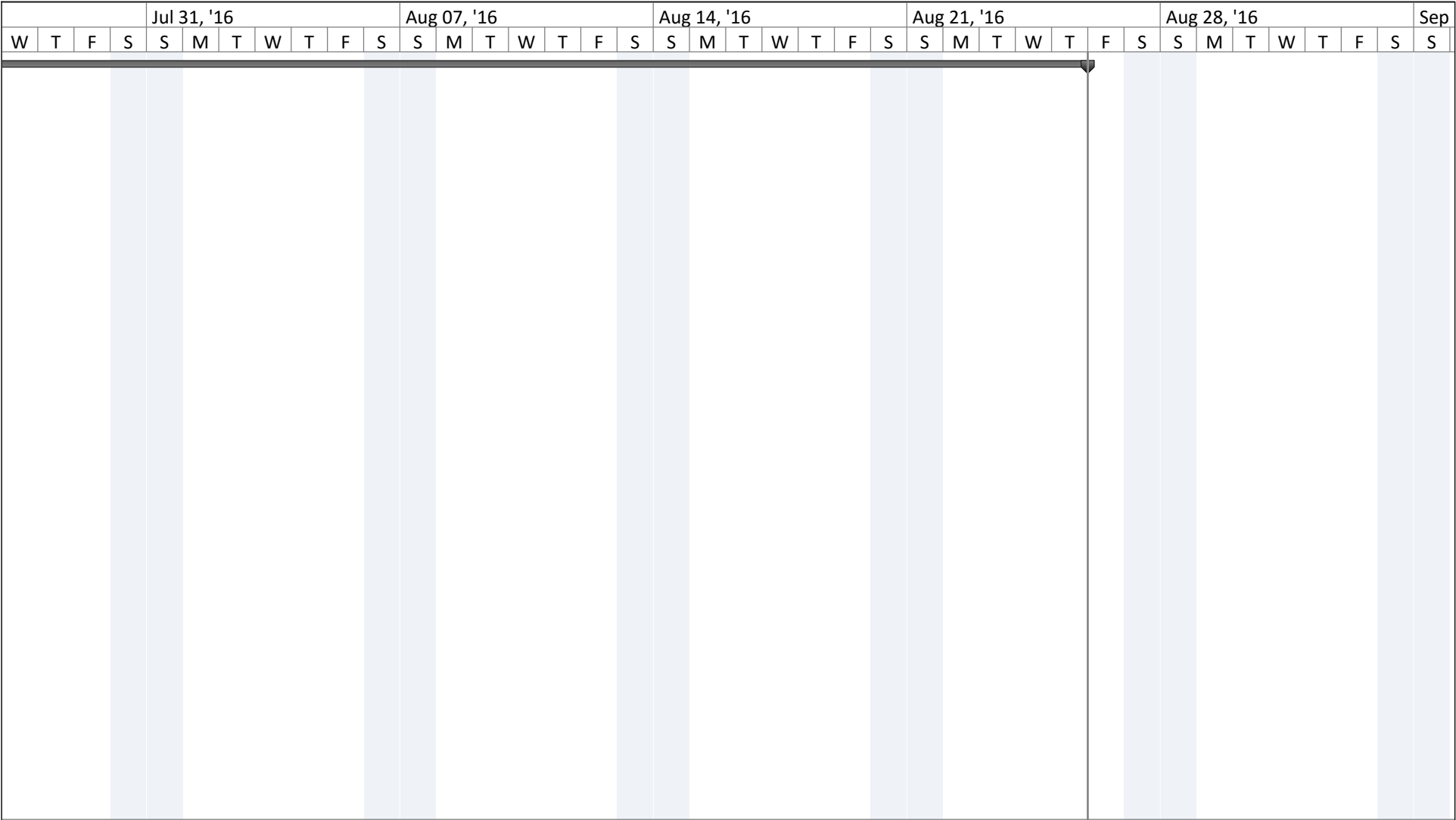


Project: CentralHudson-WEMPort Date: Tue 07/26/16	Task		External Milestone		Manual Summary Rollup	
	Split		Inactive Task		Manual Summary	
	Milestone		Inactive Milestone		Start-only	
	Summary		Inactive Summary		Finish-only	
	Project Summary		Manual Task		Deadline	
	External Tasks		Duration-only		Progress	



Project: CentralHudson-WEMPort Date: Tue 07/26/16	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	

Jun 19, '16								Jun 26, '16								Jul 03, '16								Jul 10, '16								Jul 17, '16								Jul 24, '16			
F	S	S	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	S	M	T											
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Project: CentralHudson-WEMPort Date: Tue 07/26/16								Task	<div></div>	External Milestone	<div></div>	Manual Summary Rollup	<div></div>																														
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Project: CentralHudson-WEMPort
Date: Tue 07/26/16

Task

Split

Milestone

Summary

Project Summary

External Tasks

External Milestone

Inactive Task

Inactive Milestone

Inactive Summary

Manual Task

Duration-only

Manual Summary Rollup

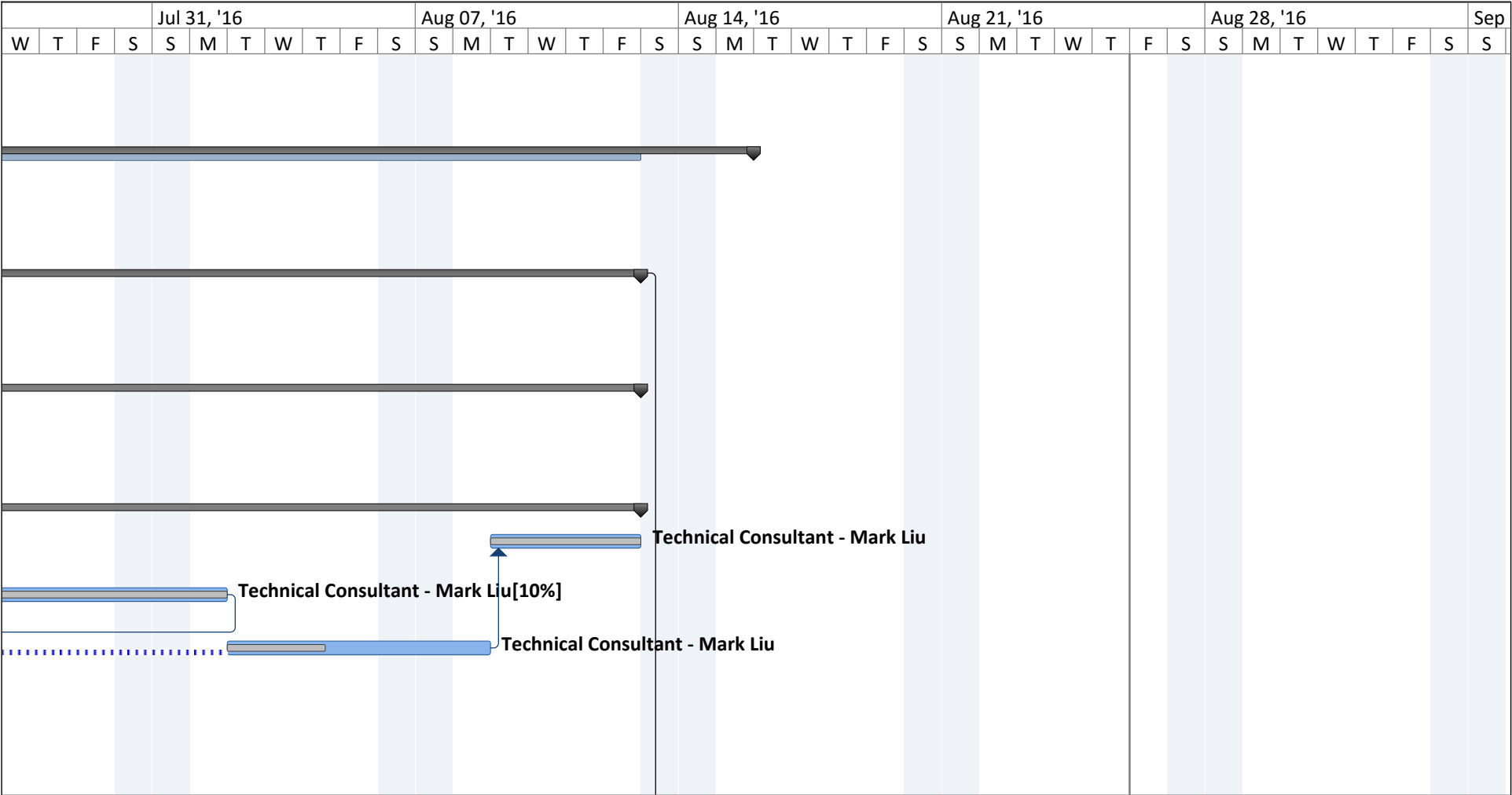
Manual Summary

Start-only

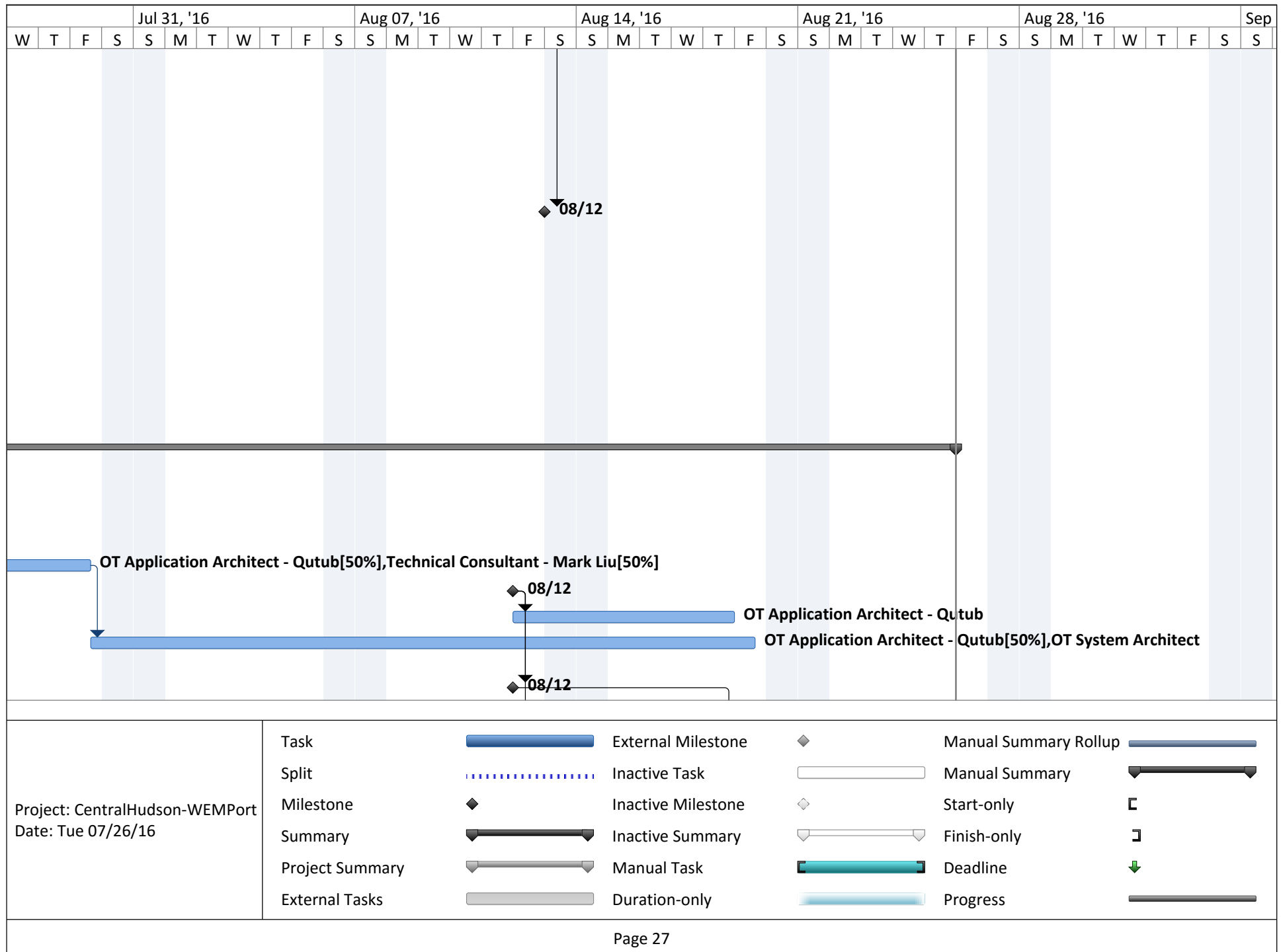
Finish-only

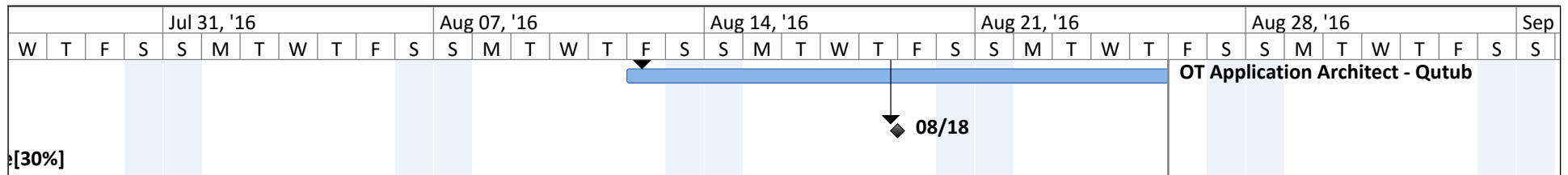
Deadline



















Progress



Project: CentralHudson-WEMPort Date: Tue 07/26/16	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	





Project: CentralHudson-WEMPort Date: Tue 07/26/16	Task		External Milestone		Manual Summary Rollup	
	Split		Inactive Task		Manual Summary	
	Milestone		Inactive Milestone		Start-only	
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	Project Summary		Manual Task		Deadline	
	External Tasks		Duration-only		Progress	

Report Attachments 2 – 7

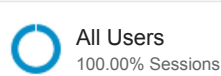
REDACTED

CenHub Insights Statistics

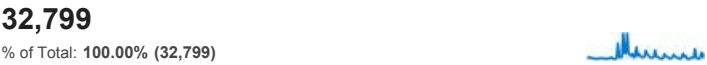
Period: 6/27 - 7/03	PROGRAM TOTAL	COMPLETED THIS WEEK	PROGRAM TOTAL LAST WEEK
Logins	31,269	2,612	28,657
New User Logins	12,688	1,073	11,615
Tips Completed	12,916	553	12,363
Badges Earned	17,423	1,334	16,089
Home Profile Completions	2,987	317	2,670
Reward Redemptions	1	0	1
Unsubscribes	1,682	86	1,596

Traffic and Engagement

Apr 3, 2016 - Jun 30, 2016

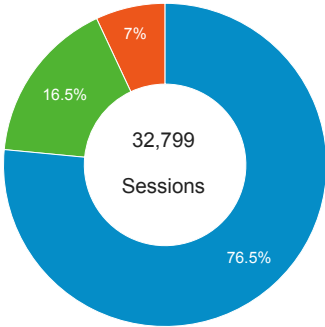


Sessions

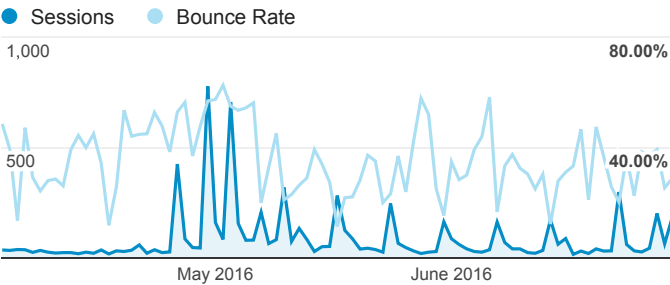


Visits by Device

desktop mobile tablet



Traffic From Mobile Devices



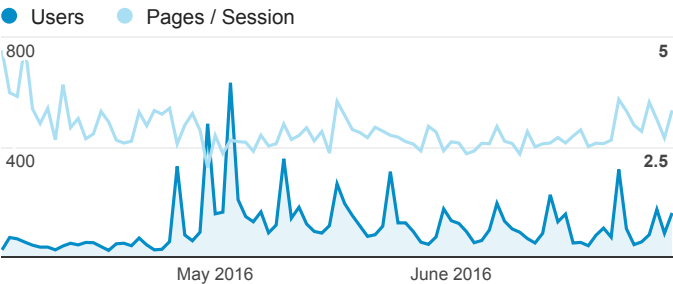
More than once per week visitors

Device Category	Users	Avg. Time on Page
desktop	5,214	00:01:08
mobile	912	00:01:09
tablet	372	00:01:14

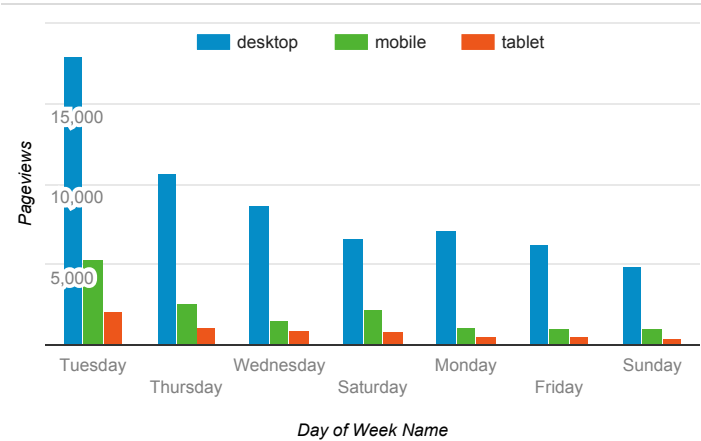
Engagement by Device

Device Category	Pages / Session	Avg. Session Duration
tablet	2.76	00:02:22
mobile	2.68	00:02:02
desktop	2.47	00:01:44

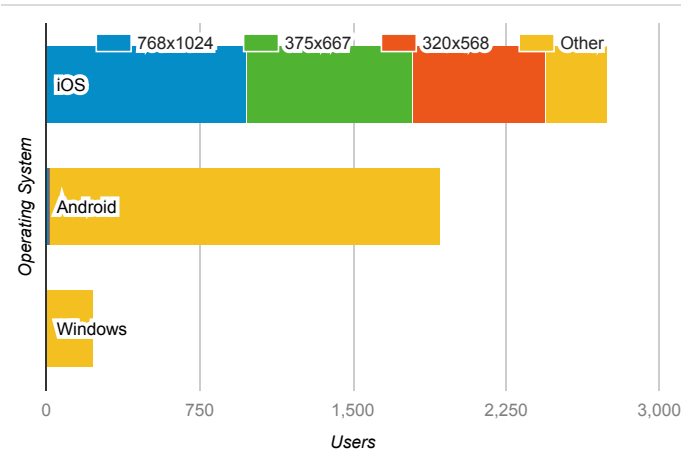
More than once per week visitors



Most Active Day of the Week by Device



Mobile Traffic Breakdown



Where do people enter your site?

Landing Page	Entrances	Pages / Session
/	31,601	2.50
/unsubscribe_confirmation	351	2.32
/#utm_source=MAS-Home-age&utm_medium=sit e-alert&utm_campaign=Home-Profile	237	4.75
/tips	143	2.83
/home-insights/home-profile	89	4.03
/comparisons	83	2.84
/sso-error/	46	2.83
/goal_electric	34	2.24
/rewards	33	4.33
/insights	19	2.42

Pages People Leave From

Exit Page	Exits	% Exit
/	18,435	73.06%
/tips	5,138	26.25%
/rewards	3,119	25.28%
/home-insights/home-profile	1,029	26.34%
/unsubscribe_confirmation	802	42.48%
/insights/usage	680	21.66%
/profile	596	21.05%
/insights	564	19.41%
/sso-error/	420	33.10%
/challenge/badges	304	18.82%

Most Engaging Traffic Sources

Source / Medium	Sessions	Pages / Session
uauth.cenhud.com / referral	14,542	3.06
inet.cenhud.com / referral	7,729	2.12
Simple Energy EP Email / email	7,411	1.67
(direct) / (none)	1,468	2.69
cenhubstore.com / referral	1,235	3.40
MAS-Home-age / site-alert	255	4.55
EPmarketing / Paper_report	60	2.47
google / organic	28	1.64
Simpe Energy MP Email / email	13	1.31
bing / organic	12	1.75

Mobile Device Info	Users	Bounce Rate
Apple iPhone	1,715	33.60%
Apple iPad	1,010	33.08%
Samsung SM-G900V Galaxy S5	174	45.35%
(not set)	145	43.35%
Microsoft Xbox One	110	46.91%
Samsung SM-G920V Galaxy S6	105	36.24%
Motorola XT1254 Droid Turbo	68	46.07%

Report Attachment 10

REDACTED