



SMART ENERGY
CONSUMER COLLABORATIVE

2024 Consumer Symposium
Monday, February 26 | Orlando

Counting On Consumers With TOU

#SECC2024



TOU for All! Elevating the Customer Experience of Modern Rates

February 2024



About PSEG Long Island

PSEG Long Island is a subsidiary of Public Service Enterprise Group Incorporated (PEG).

PSEG Long Island operates the Long Island Power Authority's transmission and distribution system under a 12-year contract with ~1.1 million electric customers.

At PSEG Long Island, our mission is to build an industry leading electric service company that places safety first, in all we do, providing our customers across Long Island and the Rockaways with:

- ✓ Excellent customer service
- ✓ Best in class electric reliability and storm response
- ✓ Opportunities for energy efficiency and renewables
- ✓ Local, caring, and committed employees, dedicated to giving back to their communities



Utility 2.0 Rate Modernization



- Our customers desire **clear and consistent personalized information about** their **bills and rate options**.
- Customers are looking for rate plan **options that fit their lifestyle**, are **simple** - easy to understand and easy to compare, and provide opportunities to **save energy and money**.
- Customers want PSEG Long Island to act as a **knowledgeable source of personalized, actionable information to guide rate selection** and the use of electricity in the most **cost-effective manner**.



Investigating, Then Iterating

Customer Centric – Lots of Research!

Research & Evaluate

Best Practices & Lessons Learned

- Site visits and interviews with electric utility partners
- E-Source
- J.D. Power
- Smart Energy Consumer Collaborative
- Illume Advising
- MarketSmith
- Published papers & websites

Long Island Customer Research and Analyses

- Early Focus Groups
- Ethnographic Interviews
- Quantitative Online Study (Rate Design, Segmentation, Adoption, Key Customer Requirements, Analytics)
- Concept Labs
- Intercept Interviews
- Bill Design Focus Groups
- Online Customer Panel – Price
- Marketing Materials – Messaging, Design, Website Quantitative & Qualitative
- Rate Comparison Tool Focus Group

PSEG Long Island Rates - Customer Personas

TECH SAVVY (20%)



Early adopters
Concerned with money
Less concerned with env
Racially Diverse
Have payment reminders
SMS Alerts
Check their bills

SKEPTICALS (31%)



Least concerned with env
Not worried about bills
Well educated
Fewer children
Least diverse group
Less willing to act
Few smart thermostats

PRICE CONSCIOUS (28%)



Concerned with money
Lagging tech adopter
Concerned for the env
Unsure of actions to take
Less educated
Lower and middle income
Uses paper bills

ENVIRONMENTALLY CONSCIOUS (21%)



Concerned with env
Takes env actions
Moderately early adopter
Highly educated
Higher income
Has smart thermostats
Use paperless billing

Intentional Design – Customer *OPTIONS!*

Residential

Late Peak (4 Hour)

- Late Peak Pricing Plan – Residential Rate 191
- Peak – 4 PM to 8 PM Mon to Fri, excluding holidays
- Off Peak – All other hours
- Super Off Peak – 11 PM to 7 AM every day

Early Peak (4 Hour)

- Early Peak Pricing Plan – Residential Rate 192
- Peak – 3 PM to 7 PM Mon to Fri, excluding holidays
- Off Peak – All other hours
- Super Off Peak – 10 PM to 6 AM every day

Short Peak (3 Hour)

- Short Peak Pricing Plan – Residential Rate 190
- Peak – 4 PM to 7 PM Mon to Fri, excluding holidays
- Off Peak – All other hours
- Super Off Peak – 10 PM to 6 AM every day

Overnight (Day/Night)

- Overnight Pricing Plan – Residential Rate 193
- Day – 6 AM to 11 PM
- Night – 11 PM to 6 AM

Commercial

Small Peak (4 Hour)

- 4 Hour Peak Small Pricing Plan – Commercial Rate 292
- Peak – 3 PM to 7 PM Mon to Fri, excluding holidays
- Off Peak – All other hours
- Super Off Peak – 11 PM to 6 AM every day

Easy to Understand & Compare

- During Off-Peak hours the customers rate is the **same as the standard Non-TOU rate**
- Overnight Super Off Peak periods – **40% discount from standard rate!**

Rate Code	Peak	Off Peak	Super Off Peak
190	199%	100%	60%
191	169%	100%	60%
192	177%	100%	60%
193	n/a	112% (Day)	60% (Night)
292	161%	100%	60%

Getting the Best Deal!

- 88% of total annual hours are Off-Peak / Super Off-Peak

Rate Code	Peak	Off Peak	Super Off Peak
190	9%	58%	33%
191	12%	55%	33%
192	12%	55%	33%
193	n/a	71% (Day)	29% (Night)
292	12%	59%	29%

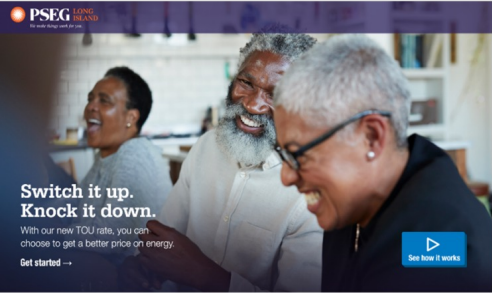


Meet Customers Where They Are

Focus on Connections with Your Customers

“Best Deal” Message with A Candid Tenor

Bargain Hunter Theme and Visuals



What is Time of Use (TOU)?

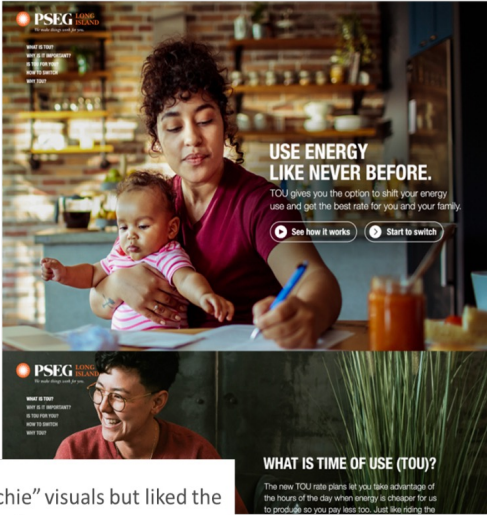
The new TOU rate plans let you take advantage of the hours of the day when energy is cheaper for us to produce so you pay less too.

[Learn More -->](#)



Customers preferred the “techie” visuals but liked the “bargain hunting” message

Tech Savvy Theme and Visuals



WHAT IS TIME OF USE (TOU)?

The new TOU rate plans let you take advantage of the hours of the day when energy is cheaper for us to produce so you pay less too. Just learning the

Phase 2: Exploring Simple Themes

If you can shift your usage – you can save money on this rate

“If you can shift your usage you can save money, that gets me going...”

“Save money by shifting your usage of appliances. Take advantage of super off-peak reduced rates.”

Help to reduce the stress on Long Island’s electric system and improve reliability.

“You’re telling me that I’m part of the problem.”

“The stressed grid is your problem. If it’s stressed, it’s because of your own inefficiency.”

Phase 3: Refining and Retesting Themes

Long Island straight talk

“Sorry, it’s always about the money, LI is very expensive and we are always thinking about how to pay our bills.”

“I feel guilty for how I’ve used energy.”

Bargain hunter

“This is a good idea, this could work.”

“This gets straight to the point.”

One simple thing

“Stop the hyperbole. ‘Fear, be afraid, fix it!’

“I feel misled, if I do my laundry at 8pm, it’s just the same rate I have now.”

Techie

“This has a plan of action, steps to take to analyze.”

“I feel empowered.”

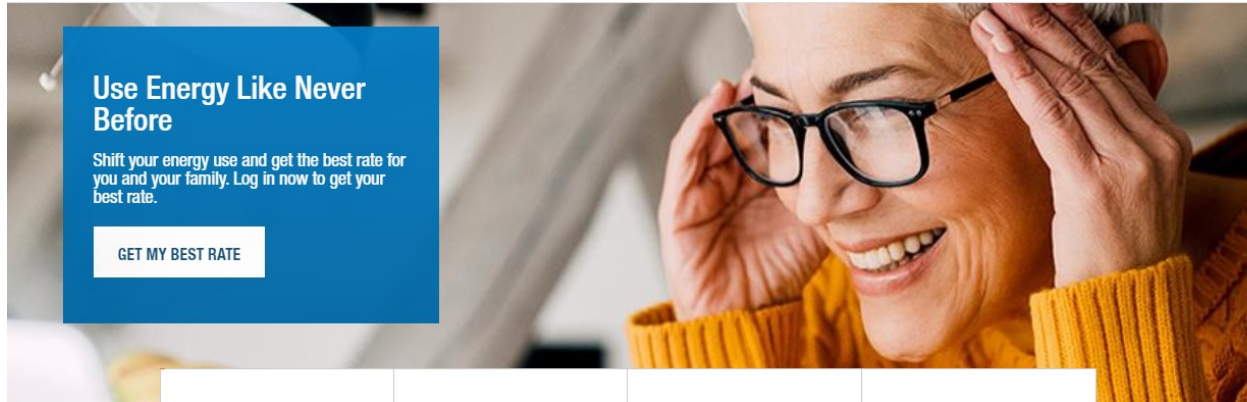
“How exactly are we supposed to curb when we use our electric devices”

Survey tested bargain hunter and techie themes and associated visuals

Customers preferred the bargain hunter theme with the photographic “techie” visuals

Desire to be a smart, savvy shopper that enjoys the thrill of finding a good deal

Rich Content – Website w. Search Engine Optimization



Use Energy Like Never Before

Shift your energy use and get the best rate for you and your family. Log in now to get your best rate.

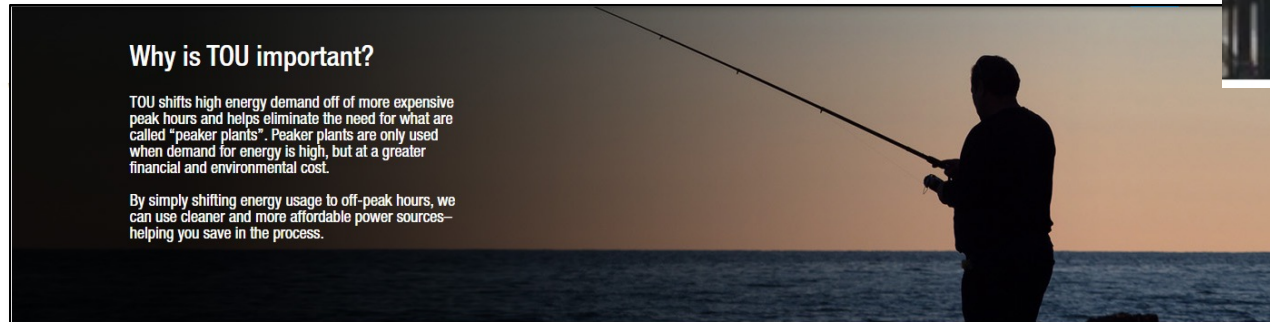
[GET MY BEST RATE](#)

[Time of Use Overview >](#) [Compare Rates >](#) [Tips & Testimonials >](#) [FAQ >](#)



Make the Change to Time of Use


PSEG logo



Why is TOU important?

TOU shifts high energy demand off of more expensive peak hours and helps eliminate the need for what are called "peaker plants". Peaker plants are only used when demand for energy is high, but at a greater financial and environmental cost.

By simply shifting energy usage to off-peak hours, we can use cleaner and more affordable power sources—helping you save in the process.



What will TOU do for me?


Use the calculator below to see how the new Time of Use rate plan lets you take advantage of the times of day when electricity is less costly for you to use. The calculator factors in your past usage and shows what your previous payments would have been with TOU. Once you've selected from the available rate plans, you can decide when to use your high-electricity-use devices (like electric car charger, pool pump, air conditioning, etc.) to avoid the high-cost (peak) times of day.

But that doesn't mean you can't use any power during peak hours. We all still have to live our lives. Things like using the oven, running smaller appliances and turning on lights won't have much of an effect, so you won't be inconvenienced. Finding the rate plan that best suits your lifestyle can make a difference for you and your family.

Time of Use & EV Charging

In September 2020, Long Island native Ray F. decided to make the switch to an electric vehicle. Learn how he saves money each month with Time of Use.


[Learn more >](#)



The "Best Deal" on Electricity

Doug C. of East Hampton got the best deal on electricity, saving almost \$250 in the first nine months of being on Time of Use (TOU). How did Doug get the best deal? What is he doing to save so much money? How can you get the deal Doug got?

[Learn more >](#)



Personalized Email Promo, Drip & Nurture Campaigns

Optimization

Awareness

Shop Smarter with New Electricity Rates

There's a new energy deal that lets you take advantage of less expensive times of day, just like riding the LIRR when it's off-peak.

Based on your average monthly bill at 22 DALEY ST, switching to Time of Use price would be like getting the equivalent of 3 weeks off every year. You can now choose between multiple rate plans & energy hours with the new Time of Use (TOU) options.

Get a monthly win on your energy bill.

[LEARN MORE](#)

Download our mobile app

Get everything you can out of TOU.

It's your choice, but...

...you're not getting the best deal on your electricity rates.

You're currently on the "rate plan" (from several months, but a new deal on electricity that will work better for you. The new one is called Time of Use (TOU), will lower your annual energy cost.

[LEARN AND COMPARE FOR YOURSELF](#)

Time of Use makes more sense for you

We've looked at your annual energy use and the rate plan you're on. Simple math shows that TOU will give you the equivalent of 3 weeks (based on the attributes of your usage) in savings every year.

How TOU works

Like the LIRR off-peak (lower) pricing, TOU gives you access to off-peak electricity rates. If you want to save even more money you can shift some of your energy use to an off-peak time.

What's in it for you; what's in it for us

For you - you save money. For us - we lower operating costs & use of off-peak lines. It helps make energy demand more meaningful we can purchase more energy at a lower cost and use ways to produce it. We pass the savings on to you.

Learn and compare the rate for yourself.

Click the button below, login to your account and you can compare the new TOU rate to your existing rate. The numbers speak for themselves.

[COMPARE YOUR RATE](#)

Download our mobile app

Does it seem like only new customers get the best deals Not this time!

The new Time of Use rate was just released and it's available to you.

Based on last year's electric use at 43 ARROWHEAD LA, you could save 8 weeks of electricity every year on the new Time of Use (TOU) rate plan.

There is now a better deal for you that will save you money on your electric bill. In just a few clicks, you can switch to TOU and give it a shot. If you don't like it, you can easily switch back.

Don't believe it? See for yourself.

Click the button below, login to your account and you can compare the new TOU rate to your existing rate. The numbers speak for themselves.

[COMPARE YOUR RATE](#)

How TOU Works

Like the LIRR off-peak (lower) pricing, TOU gives you access to lower or off-peak electricity rates. You'll save money on TOU versus your current rate. If you shift a little more of your energy use to an off-peak time on TOU, it will save you even more.

[LEARN MORE](#)

Download our mobile app

You haven't switched to Time of Use... Afraid you'll be locked into something you don't like?

We've got you. If you don't like it - switch back. No questions asked.

You have a safety net.

We don't want you to keep something you don't want. Just like when you buy something on Amazon - if you don't like Time of Use (TOU), return it, no questions, and no penalties.

Not sure TOU is the best deal for you? See for yourself.

Click the button below, login to your account and you can compare the new TOU rate to the rate you have now. Let the numbers do the talking.

[COMPARE YOUR RATE](#)

How TOU works.

Like the LIRR off-peak (lower) pricing, TOU gives you access to lower or off-peak electricity rates. You'll save money on TOU versus your current rate. If you shift a little more of your energy use to an off-peak time on TOU, it will save you even more.

[LEARN MORE](#)

Download our mobile app

Are 4 clicks worth 1 week(s) of free electricity every year?

Switch to Time of Use - just 4 clicks.

Try Time of Use (TOU) in 4 clicks.

The new TOU rate 192 will give you the equivalent of 1 week(s) of free electricity per year at 12 ALOMA RD compared to the rate you're on now.

Early Peak (4 Hour)

Use energy like normal	Use TOU	Bill savings to date
Weekdays 8:00am - 12:00pm 2:00pm - 7:00pm 10:00am - 8:00pm	8:00am - 12:00pm 2:00pm - 7:00pm 10:00am - 8:00pm	100%
Weekends & Federal Holidays 8:00am - 8:00pm	8:00am - 8:00pm	100%

Standard Cost Lower Cost Standard Cost Higher Cost
Standard Rate (95) Super Off Peak Off Peak Peak

Don't Believe us? See for yourself by comparing your rate to TOU.

[COMPARE MY RATE](#)

How TOU works.

Like the LIRR off-peak (lower) pricing, TOU gives you access to lower or off-peak electricity rates. All you do is shift a little more of your energy use to an off-peak time and it saves you money.

Don't worry. You have a safety net.

We don't want you to keep something you don't want. Just like when you buy something on Amazon - if you don't like Time of Use (TOU), return it, no questions, and no penalties. You can go back to your old rate.

[LEARN MORE](#)

Good for you! You've made the switch to TOU! Now what?

Let's ease into this together. To get started just do these two things...

1) Print or Save This.

Put the chart below somewhere that you'll see it every day, like your fridge, and remind it to everyone in your family.

Early Peak (4 Hour)

Use energy like normal	Use TOU	Bill savings to date
Weekdays 8:00am - 12:00pm 2:00pm - 7:00pm 10:00am - 8:00pm	8:00am - 12:00pm 2:00pm - 7:00pm 10:00am - 8:00pm	100%
Weekends & Federal Holidays 8:00am - 8:00pm	8:00am - 8:00pm	100%

Standard Cost Lower Cost Standard Cost Higher Cost
Standard Rate (95) Super Off Peak Off Peak Peak

2) Pick One Device.

Pick just one device that uses a lot of electricity AND that you can conveniently use during the off-peak times instead of peak times. Simply shift using that device to an off-peak time. **Yep, that's it, that simple!**

If you don't know what devices use a lot of electricity and are easy to use more at off-peak times here are some ideas from other TOU customers.

- Washing Machine
- Dishwasher
- Pool heaters and pumps
- EV

Want more ideas to make sure you get the most out of your TOU plan?

[GET TOU MONEY-SAVING TIPS](#)

You got some TOU savings from Step 1; Now get even more. Here's how...

Here's the simple Step 2.

It's easier than you think.

In Step 2, we suggested printing or saving the graphic below to see and your family of when electricity is the cheapest.

Early Peak (4 Hour)

Use energy like normal	Use TOU	Bill savings to date
Weekdays 8:00am - 12:00pm 2:00pm - 7:00pm 10:00am - 8:00pm	8:00am - 12:00pm 2:00pm - 7:00pm 10:00am - 8:00pm	100%
Weekends & Federal Holidays 8:00am - 8:00pm	8:00am - 8:00pm	100%

Standard Cost Lower Cost Standard Cost Higher Cost
Standard Rate (95) Super Off Peak Off Peak Peak

These are suggested that you pick one device that uses a lot of electricity (like your washing machine) and use it more during off-peak times. See, we told you it would be easy!

The geeks shall inherit the earth.

If you really want to "geek-out" on your personal TOU data, there's a tool in your PSEG Long Island account that measures when and how electricity your home is consuming.

LEARN MORE ABOUT YOUR NEW TOU BILL

Good to know, but so what?

With the information you can decide how, or if, you want to make some of your electrical usage to a cheaper, off-peak time. The graph shows when you used electricity, and how much, across the different TOU time periods.

Looking for some easy tips to keep getting the best deal on TOU?

[LEARN MORE](#)

Download our mobile app

An energy bill you'll actually want to see...

Your new TOU electric bill will arrive soon! Here's how to read it.

Your personalized TOU graph.

Your new energy bill will be mostly the same, but it will include a new personalized graph like the one above. The graph shows when you used electricity, and how much, across the different TOU time periods.

LEARN MORE ABOUT YOUR NEW TOU BILL

Get more out of TOU.

Like you fellow savvy Long Islanders, you've probably made some changes to get what you think you can from TOU. But, there's even more to be had. Let us help you squeeze every drop of savings you can from your new rate with these tips.

OFF-PEAK APPLIANCE SAVINGS WITH TOU

If you can... go for the big squeeze!

We know this is a big consideration, but if it's time to switch out old appliances like your fridge, pool pump or new EV charger, you can get even more out of TOU than you are now. Plus, a possible rebate.

It's the age of smart everything and appliances are now a big part of it. You can get rebates on appliances with sensors and other devices that will self-adjust, or be programmed, to operate at lower wattage/drop running during times when peak rates are in effect.

This will help you (automatically) to squeeze every drop of goodness out of those TOU off-peak and super off-peak (cheaper) hours.

[CHECK OUT THE LATEST REBATES](#)

Download our mobile app

“1 Click” – Simple, No Log In - Best Rate Option



It's your choice,
but...

...you're not getting the best deal on your electricity rates.

You're currently on Rate Plan [rate plan #] at [home street name], but now there's a new deal on electricity that will work better for you.

We looked at your annual energy use and we did the math. With the new rate plan, called Time of Use (TOU), switching to Rate Plan [new rate code] will lower your annual energy cost and give you the equivalent of [#] week(s) in free electricity every year.

Make the switch to TOU

It's simple, all you need to do is click "Make the Switch." Try it out for a few months and see for yourself. Since switching is 100% optional, you can change from a TOU rate plan back to a flat-rate plan whenever you want.

MAKE THE SWITCH

How TOU works

Like the LIRR off-peak pricing, TOU gives you access to lower, off-peak electricity rates. If you want to save even more money, try shifting some of your energy use to off-peak times.

Watch this video to learn more.

What's in it for you; what's in it for us...

For you – lower electric bills.
For us – lower operating costs.
Shifting use to off-peak times means we can purchase more energy at a lower cost and pass the savings on to you.

Log in to compare for yourself.



You're making the right choice!

You're currently on Rate Plan 181 at 126 Main St.

With the new Time of Use (TOU) rate plan, switching to Rate Plan 192 will lower your annual energy cost and give you the equivalent of 3 week(s) in free electricity every year.

Service Address: 126 Main St.

Email Address: brian.kurtz@pseg.com

Customer ID: *****3693

New Rate Code: 192

Make the switch to TOU

Try it out for a few months and see for yourself. Since switching is 100% optional, you can change from a TOU rate plan back to a flat-rate plan whenever you want.

Make the Switch »

©2022 PSEG Long Island



Thank you for making the switch!

Congratulations on choosing a new pricing plan that lets you take more control of your energy bill.

We are processing your enrollment, which may take up to two billing cycles to complete. Upon enrollment, we will send a confirmation email and a bill up to the enrollment date to close out your prior rate. Normal billing will then resume on your new rate [new rate code].

New Rate Details:

Date: [date]

Service Address: [home street name]

New Rate Code: [new rate code]

Since switching is 100% optional, you can change from a TOU rate plan back to a flat-rate plan whenever you want.

If you have any questions about your new rate, please call our Customer Service Center, Monday to Friday, between 8:00 AM and 8:00 PM (800-490-0025).

Thanks for making the switch!

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Delivering Enhanced Insights

Call Center Consults



Rate Analysis Summary Rate Comparison Scenario Analysis

CAS ID: 6182088202				Analysis Date: 08/28/2023		Rate Effective Date: 08/01/2023		Rate Code: 190		Savings: \$6.19		Current Rate Cost: \$4679.15	
Rate	Marketing Name	Amount	Savings										
190	Short Peak (3 Hour)	\$4679.15	\$0.00										
191	Late Peak (4 Hour)	\$4672.95	\$6.19										
192	Early Peak (4 Hour)	\$4689.72	(\$10.58)										
193	Overnight	\$4742.57	(\$63.43)										
180	General Use	\$4873.87	(\$194.72)										

Rate Analysis Summary Rate Comparison Scenario Analysis

CAS ID: 6182088202				Analysis Date: 08/28/2023		Rate Effective Date: 08/01/2023		Rate Code: 190		Savings: \$6.19		Current Rate Cost: \$4679.15	
Start Date	End Date	190	192	193	191	180							
07-25-2022	08-24-2022	\$485.96	\$487.98	\$497.40	\$485.94	\$512.08							
08-25-2022	09-22-2022	\$358.37	\$359.00	\$368.77	\$357.06	\$379.77							
09-23-2022	10-24-2022	\$326.75	\$328.67	\$332.86	\$326.68	\$338.44							
10-25-2022	11-21-2022	\$278.74	\$278.66	\$277.16	\$277.50	\$280.66							
11-22-2022	12-21-2022	\$298.26	\$297.98	\$291.49	\$295.62	\$296.17							
12-22-2022	01-24-2023	\$326.48	\$326.44	\$319.00	\$323.73	\$324.53							
01-25-2023	02-21-2023	\$300.85	\$301.94	\$297.55	\$298.62	\$299.72							
02-22-2023	03-23-2023	\$288.86	\$290.36	\$284.87	\$287.52	\$289.00							
03-24-2023	04-23-2023	\$321.06	\$320.71	\$316.99	\$319.39	\$323.70							
04-24-2023	05-22-2023	\$291.58	\$292.28	\$290.05	\$290.18	\$296.31							
05-23-2023	06-22-2023	\$363.81	\$364.51	\$379.15	\$366.26	\$392.08							
06-23-2023	07-24-2023	\$597.65	\$598.54	\$624.25	\$600.30	\$653.03							
07-25-2023	08-23-2023	\$440.77	\$442.66	\$463.03	\$444.15	\$488.39							
Total		\$4679.15	\$4689.72	\$4742.57	\$4672.95	\$4873.87							

Personalized Rate Comparisons



PSEG LONG ISLAND My Account Bills & Usage Ways To Save Outage Moving

My Dashboard

Billing & Payments **10** Days left

Amount Due
\$176.00

Usage

Days in Billing Period: 30
Average Consumption: XX

[COMPARE RATES](#)

Your Usage History
Average Daily Usage

Usage Comparison

January 2019: 34 kWh, 30° Avg Temp
 January 2018: 33 kWh, 31° Avg Temp

[VIEW USAGE DETAILS](#)

PSEG LONG ISLAND My Account Bills & Usage Ways To Save Outage Moving

Choose the Time of Use Plan That Works For You

PRICE COMPARISON TABLE	Basic Flat CURRENT PLAN	Early Peak BEST PLAN	Late Peak	Short Pe
Savings By Switching	—	- \$100 / year	+ \$80 / year	\$0 / year
Estimated Annual Cost	\$2590 / year	\$2490 / year	\$2670 / year	\$2590 / year
Time of Use	—	Peak - 3 PM to 7 PM Mon to Fri, excluding holidays Off Peak - All other hours	Peak - 4 PM to 8 PM Mon to Fri, excluding holiday Off Peak - All other hours	Peak - 4 PM to 8 PM Mon to Fri, excluding holi Off Peak
Plan Details	Basic Flat Rate Plan - Residential rate 180 Hourly price per consistent throughout each day and is adjusted seasonally. Price includes Delivery and Power Supply charges.	Early Peak Pricing Plan - Residential rate 192 Rates are adjusted seasonally Click here for additional rate details.	Early Peak Pricing Plan - Residential rate 191 Rates are adjusted seasonally Click here for additional rate details.	Early Pe Resid Rates are
		SELECT PLAN	SELECT PLAN	SELE

PSEG LONG ISLAND My Account Bills & Usage Ways To Save Outage Moving

See Your Rate Below For Your Consumption Style

New Plan: Early Peak

Estimated Annual Cost: \$2490 / year

Annual Savings By Switching: \$100 / year

Peak 3 PM to 7 PM
Mon-Fri, excelling holidays
Off Peak - All other hours

[BACK TO PRICING PLAN](#) [ENROLL](#)

Current Plan: Basic Flat

Estimated Annual Cost: \$2590 / year

Early Peak Pricing Plan - Residential rate 192
Rates are adjusted seasonally.
[Click here for additional rate details.](#)
Calculations are based on your actual usage for the last 9 to 12 months. A Time of Use rate may save you even more money if you can use less electricity on Peak and more on Super Off Peak.

PSEG LONG ISLAND My Account Bills & Usage Ways To Save Outage Moving

Thank You!

Your new rate change is in progress. Rate changes typically process within 4-5 business days. We have also sent this email confirmation to your email address.

New Rate Details:

Date: 05/20/2020
New Rate: Late Peak Time of Use
Estimated Annual Savings: \$100
Estimated Annual Cost: \$2490

[PRINT CONFIRMATION](#) [HOME](#)

Choose the rate plan that suits how and when you use your electricity. Cost estimates are based on your actual usage for the last 9 to 12 months.

EV Charging Alerts



PSEG LONG ISLAND 700 Brentwood Court

Hello, **Jonathan!**

You're receiving this email because your energy use suggests you might have an EV. To learn more about how your energy usage is analyzed watch this [video](#).

PSEG Long Island's new Time of Use rates could save you up to 40%* on your EV charging.

It's easy to enroll in TOU - **sign up and start saving!** And of course, you can always switch back to your basic plan any time you want.

MAKE THE SWITCH

[I don't have an EV](#) | [I don't charge my EV at home](#)

To better track your EV charging, we offer tools including:

- ✓ Your [EV profile](#)
- ✓ Your hourly EV charging patterns
- ✓ Timely alerts whenever you charge at a higher rate
- ✓ Monthly email report to track your approximate EV charging cost

Did you find the content in this email helpful?

yes no

f | t | in | y | i

All numbers shown are estimates based on your energy consumption at home. *For all TOU rates, only overnight Super Off Peak hours are discounted up to 40% off the standard rate.

This smart alert email was sent to a_user@yahoo.com

[Unsubscribe](#) [Privacy Policy](#)

PSEG Long Island - 15 Park Drive - Melville - NY - 11747 - 1-800-490-0025

PSEG LONG ISLAND 700 Brentwood Court

Hello, **Jonathan!**

YOUR MONTHLY EV TRACKER
June 1, 2022 - June 30, 2022
[Why & how is my EV charging monitored?](#)

You spent **\$150** on EV home charging last month

LAST MONTH **\$150**

PREVIOUS MONTH **\$140** +10%

You're averaging \$100 per month on EV home charging in the last 12 months.

A Time Of Use rate* could have helped you **save \$25** on your EV charging last month.

You are currently on a basic rate plan. Customers who are on a Time Of Use rate* and charge during **super off peak hours (11pm - 6am)** save 33% on average.

Check out when you charged your EV in the last few months [here](#) to figure out how much you could save by switching to a Time Of Use rate*.

With a TOU rate plan, you can pay less by shifting your energy use to super off-peak hours.

MAKE THE SWITCH

*Time Of Use Rate Plans
With a TOU rate plan, you can pay less by shifting your energy use to super off-peak hours.

Super Off-Peak: Approx \$26 per kWh
Your Current Plan
Everyday - Approx \$16 per kWh (Average)

Disclaimer: The above rates include delivery (per kWh) & power supply (per kWh) charges. They can vary on a monthly basis.

[I don't have an EV](#) | [I don't charge my EV at home](#)

Did you find the content in this email helpful?

yes no

f | t | in | y | i

All numbers shown are estimates based on your energy consumption at home.

This smart alert email was sent to a_user@yahoo.com

[Unsubscribe](#) [Privacy Policy](#)

PSEG Long Island - 15 Park Drive - Melville - NY - 11747 - 1-800-490-0025

PSEG LONG ISLAND 700 Brentwood Court

Hello, **Jonathan!**

YOUR MONTHLY EV TRACKER
June 1, 2022 - June 30, 2022
[Why & how is my EV charging monitored?](#)

You spent **\$150** on EV home charging last month

LAST MONTH **\$150**

PREVIOUS MONTH **\$140** +10%

You're averaging \$100 per month on EV home charging in the last 12 months.

You could have **saved \$40** if you had charged your EV only during super off-peak hours.

Your EV charging consumption (in KWH)

60% PEAK HOURS
25% OFF-PEAK HOURS
15% SUPER OFF-PEAK HOURS

Your Time of Use (TOU) Rate

Program your charger to start charging during super off-peak hours for maximum savings.

Check out when you charged your EV in the last few months and plan your future charges at best times.

CHECK MY HOURLY EV CHARGING

[I don't have an EV](#) | [I don't charge my EV at home](#)

Did you find the content in this email helpful?

yes no

f | t | in | y | i

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Hello, **Jonathan!**

YOUR MONTHLY EV TRACKER
June 1, 2022 - June 30, 2022
[Why & how is my EV charging monitored?](#)

You spent **\$150** on EV home charging last month

LAST MONTH **\$150**

PREVIOUS MONTH **\$140** +10%

You're averaging \$100 per month on EV home charging in the last 12 months.

Well done! You saved **70%** by charging your EV during super off-peak hours.

Your EV charging consumption (in KWH)

0% PEAK HOURS
10% OFF-PEAK HOURS
90% SUPER OFF-PEAK HOURS

Your Time of Use (TOU) Rate

Bravo! Continue charging during **super off-peak hours** to minimize the EV charging cost.

Check out when you charged your EV in the last few months and plan your future charges at best times.

CHECK MY HOURLY EV CHARGING

[I don't have an EV](#) | [I don't charge my EV at home](#)

Did you find the content in this email helpful?

yes no

f | t | in | y | i

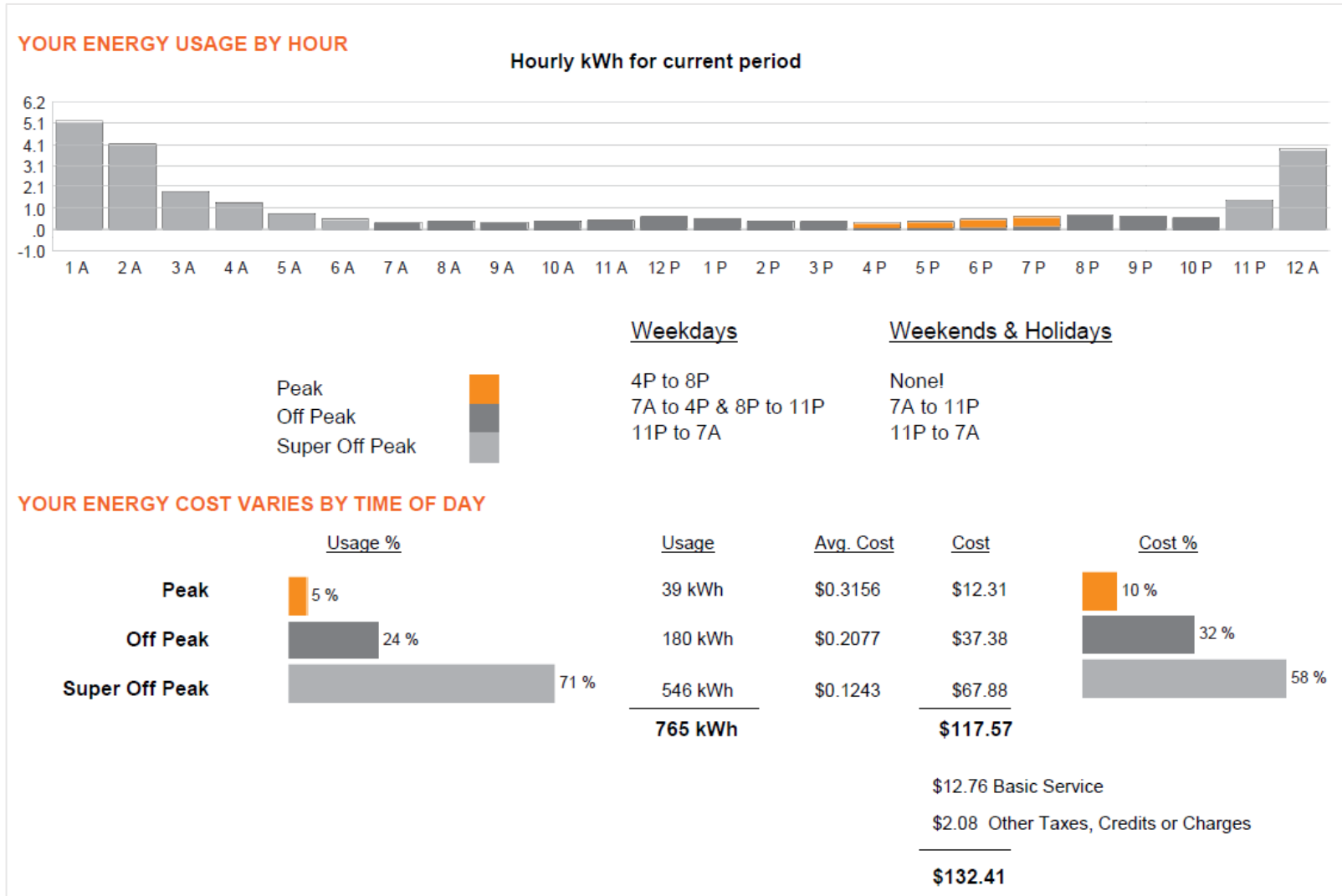
All numbers shown are estimates based on your energy consumption at home.

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Utility Co.
128 Saratoga Ave - River Valley - ST - 11245
1-613-555-1234

New TOU Bill Content





Best in Class Results

Customers Shifted Load And Saved!

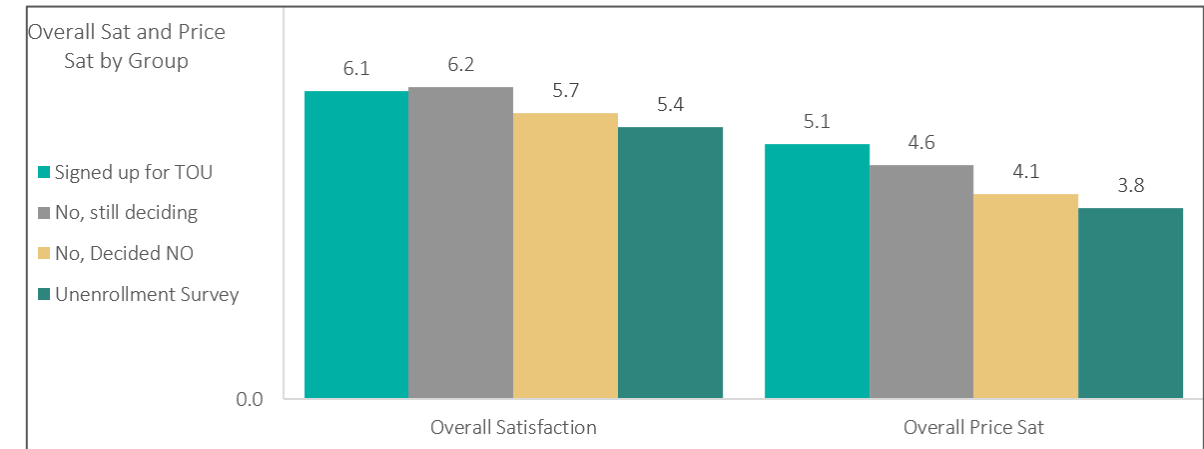
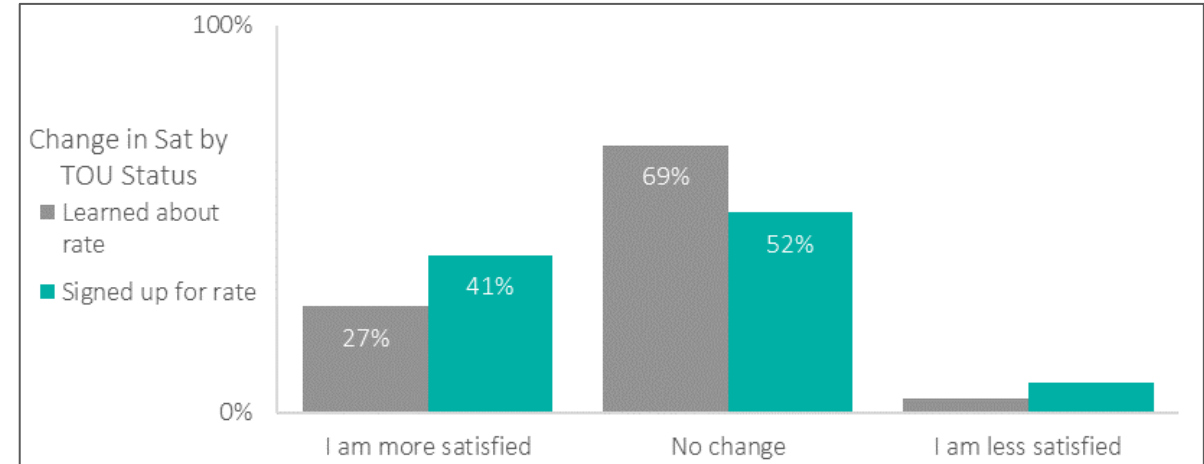
SUMMER IMPACTS FOR CUSTOMERS ENROLLED BY JULY 1, 2022

Hour Start	Hour End	TOU Customers			Control Group			Impact (kWh)	Impact (%)	t-stat	n
		Before	After	Diff	Beforez	After	Diffz				
12:00 AM	1:00 AM	2.13	2.48	0.35	1.98	2.12	0.14	0.21	9.2%	4.74	1,385
1:00 AM	2:00 AM	1.95	2.27	0.32	1.82	1.95	0.13	0.19	9.3%	4.96	1,385
2:00 AM	3:00 AM	1.81	2.08	0.28	1.68	1.80	0.11	0.17	8.7%	4.86	1,385
3:00 AM	4:00 AM	1.70	1.94	0.23	1.58	1.67	0.09	0.14	7.9%	4.37	1,385
4:00 AM	5:00 AM	1.62	1.81	0.19	1.50	1.58	0.08	0.11	6.4%	3.37	1,385
5:00 AM	6:00 AM	1.55	1.64	0.10	1.43	1.48	0.05	0.05	3.0%	1.70	1,385
6:00 AM	7:00 AM	1.49	1.45	-0.04	1.39	1.40	0.00	-0.04	-2.6%	-1.76	1,385
7:00 AM	8:00 AM	1.53	1.46	-0.07	1.42	1.40	-0.02	-0.05	-3.2%	-2.23	1,385
8:00 AM	9:00 AM	1.66	1.56	-0.11	1.57	1.55	-0.02	-0.09	-5.3%	-3.74	1,385
9:00 AM	10:00 AM	1.79	1.67	-0.12	1.72	1.72	-0.01	-0.11	-6.3%	-4.46	1,385
10:00 AM	11:00 AM	1.91	1.78	-0.13	1.90	1.91	0.02	-0.14	-7.4%	-5.08	1,385
11:00 AM	12:00 PM	2.03	1.90	-0.13	2.06	2.08	0.02	-0.15	-7.5%	-5.22	1,385
12:00 PM	1:00 PM	2.16	2.01	-0.15	2.19	2.22	0.03	-0.18	-8.0%	-5.90	1,385
1:00 PM	2:00 PM	2.26	2.10	-0.16	2.28	2.32	0.05	-0.21	-8.9%	-6.90	1,385
2:00 PM	3:00 PM	2.33	2.16	-0.17	2.34	2.37	0.03	-0.19	-8.1%	-6.53	1,385
3:00 PM	4:00 PM	2.39	2.21	-0.18	2.40	2.41	0.01	-0.18	-7.6%	-6.28	1,385
4:00 PM	5:00 PM	2.47	2.25	-0.22	2.48	2.48	0.00	-0.22	-9.0%	-7.47	1,385
5:00 PM	6:00 PM	2.56	2.34	-0.21	2.56	2.58	0.02	-0.23	-9.1%	-8.14	1,385
6:00 PM	7:00 PM	2.61	2.39	-0.21	2.59	2.63	0.04	-0.25	-9.6%	-9.12	1,385
7:00 PM	8:00 PM	2.62	2.42	-0.20	2.58	2.62	0.05	-0.24	-9.1%	-8.54	1,385
8:00 PM	9:00 PM	2.61	2.41	-0.20	2.54	2.58	0.04	-0.24	-9.0%	-8.23	1,385
9:00 PM	10:00 PM	2.57	2.39	-0.18	2.50	2.56	0.05	-0.23	-8.9%	-7.91	1,385
10:00 PM	11:00 PM	2.45	2.43	-0.02	2.36	2.42	0.06	-0.09	-3.4%	-2.61	1,385
11:00 PM	12:00 AM	2.32	2.60	0.28	2.19	2.30	0.11	0.17	6.8%	3.85	1,385

- Super Off-Peak in blue, Peak in orange
- Results:
 1. ↑ overnight
 2. ↓ during peak hours
 3. ↓ for all daytime hours
- No similar change for control group
- Results statistically significant for all hours

Month	Bills Before TOU			Bills After TOU			Impact		n
	TOU Customer	Control	Difference	TOU Customer	Control	Difference	\$ (Monthly)	%	
June	\$324.88	\$318.26	\$6.62	\$267.26	\$295.38	-\$28.12	-\$34.73	-11.5%	1,276
July	\$358.05	\$351.14	\$6.90	\$367.04	\$404.74	-\$37.70	-\$44.60	-10.8%	3,819
August	\$377.16	\$371.60	\$5.56	\$348.31	\$384.52	-\$36.21	-\$41.77	-10.7%	5,040
September	\$265.85	\$262.21	\$3.63	\$222.12	\$242.19	-\$20.06	-\$23.70	-9.6%	6,431

Pilot Success!





Lessons Learned



What would we recommend?

- It takes a village – involve all areas of the business
- Focus on your customers
- Start with Industry Lessons Learned & Best Practices
- Refine with local customer research
- Understand internal systems and resources - then optimize
- Create a robust vision and plan then iterate based on feedback and experiences
- Offer easy to understand and easy to enroll options
- Provide personalized insights both before and after enrollment

 Thank

you

Brian Kurtz (brian.kurtz@pseg.com)

Nayan Parikh (nayan.parikh@pseg.com)



SMART ENERGY
CONSUMER COLLABORATIVE

2024
CONSUMER
SYMPOSIUM

Co-located with
DISTRIBUTECH
International

**The Consumer Voice in
the Energy Movement**

MON, FEB 26 | ORLANDO, FLA

The banner features a light blue background with two circular inset photos: one of a woman looking at a smart meter and another of a man holding a power cord. The text is arranged in a clean, modern layout with various colored boxes and fonts.

Counting on Consumers with TOU

GridX, PSEG Long Island, & Bidgely Joint Presentation

February 26,
2024

62%

TOU rates are available to 62% of U.S. residential customers

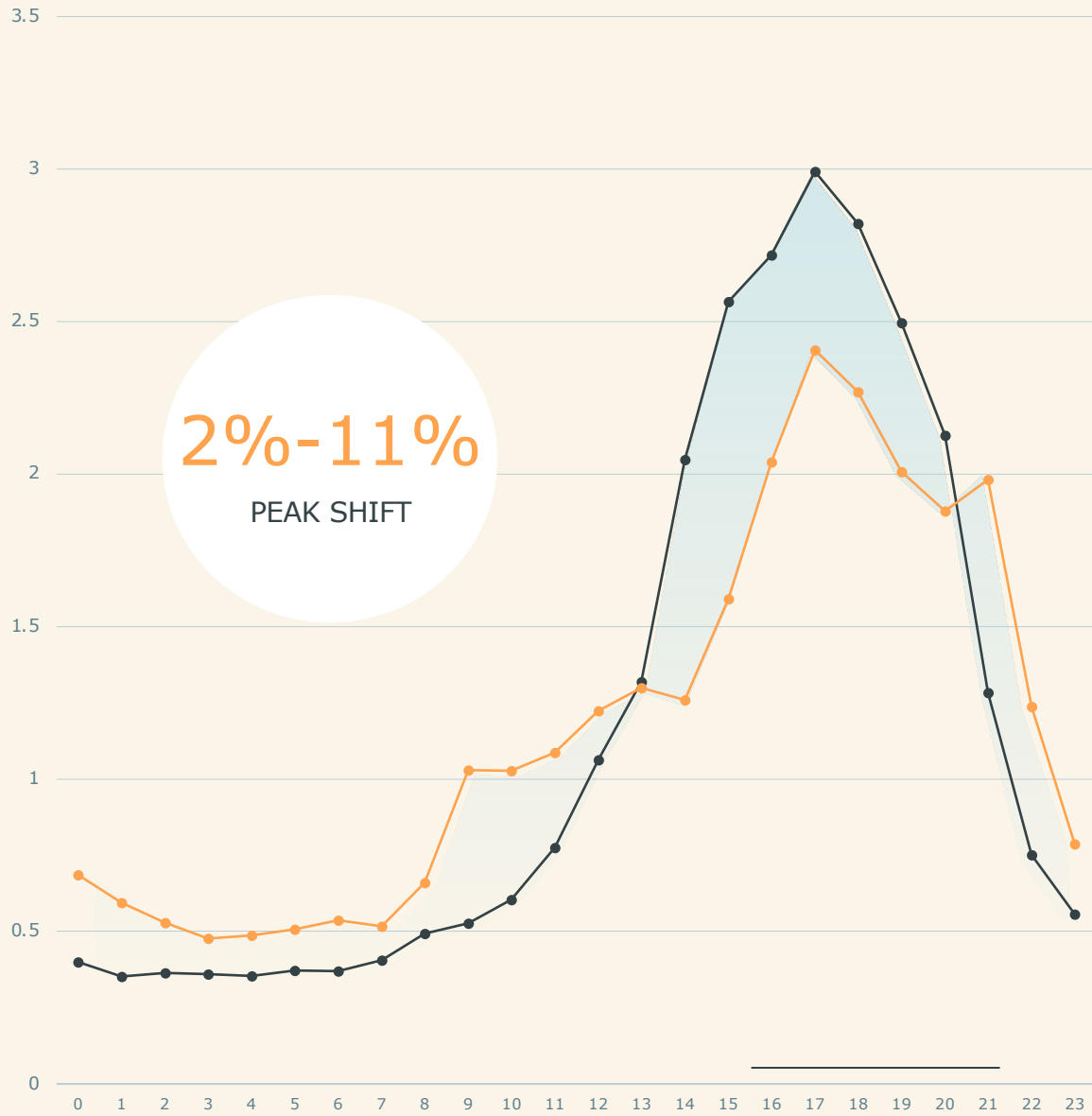
7.3%

Only 7.3 of are enrolled

According to EIA data, while TOU rates are available to 62% of U.S. residential customers, only 7.3% are enrolled in these plans.

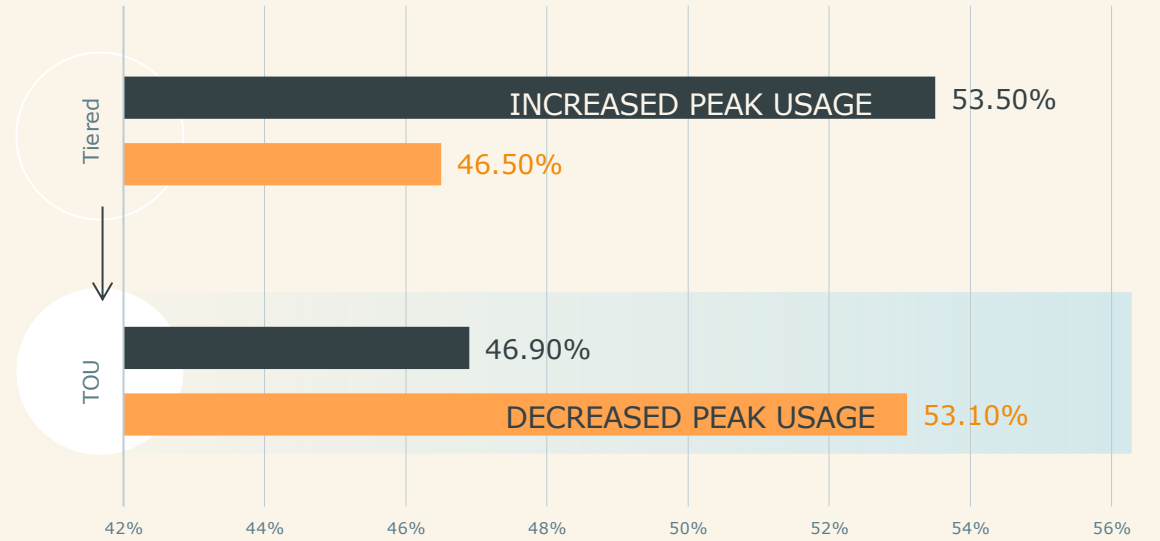
Average TOU Usage Shift

West Coast IOU - June 2021 vs. June 2022



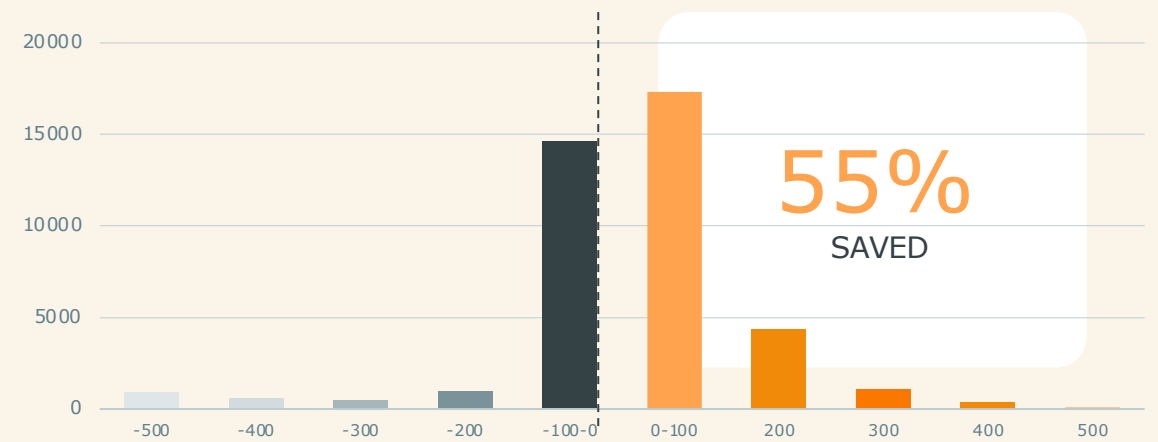
Tiered vs. TOU

West Coast IOU - June 2021 vs. June 2022

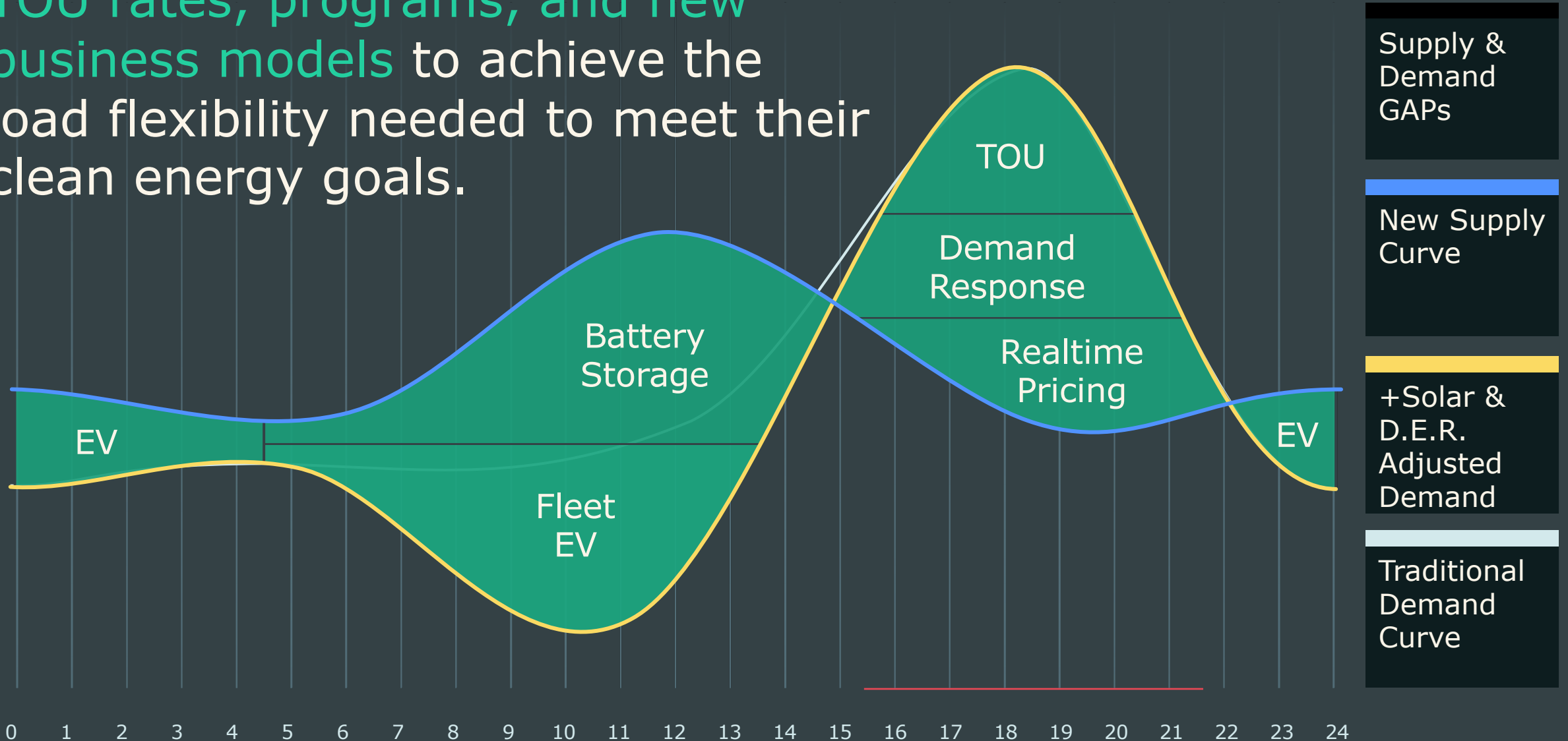


LMI TOU Savings Distribution

East Coast Utility - 42K LMI Segment



Utilities must be successful with TOU rates, programs, and new business models to achieve the load flexibility needed to meet their clean energy goals.



- Supply & Demand GAPS
- New Supply Curve
- +Solar & D.E.R. Adjusted Demand
- Traditional Demand Curve

Success requires excellence across the entire utility product lifecycle

RATE DESIGN & ANALYTICS

Build and optimize products that benefit customers and support revenue goals

CUSTOMER CONVERSION APIS

Upgrade current customer experience with real-time, billing-grade conversion tools

KEY ACCOUNT MANAGEMENT & SELF SERVICE

Quickly access deep analysis and insights, and find best rates for most valuable customers

ADVANCED BILLING ENGINE

Augment billing systems with add-on billing engine for complex billing and calculation capabilities



GridX Enterprise Rates Platform

ABOUT US



GridX is the leading provider of Big Data Billing & Analytics technology for the new energy economy. Our technology enables utilities to better design, promote, operationalize, and drive adoption of emerging energy products and programs.

THE VALUE WE PROVIDE

- We enable the clean energy transition.
- We empower energy suppliers to swiftly design & deploy new rates & business models.
- We accelerate the adoption of renewables with billing-grade conversion tools.

UNMATCHED SCALE

26M

Meters Under Contract

1T

Intervals Under Management

49M+

Bills Calculated Each Day

> 500

Tariffs Modeled & Validated

COMPANY

15+

Large Utility Customers



Backed by EIP

135

Employees

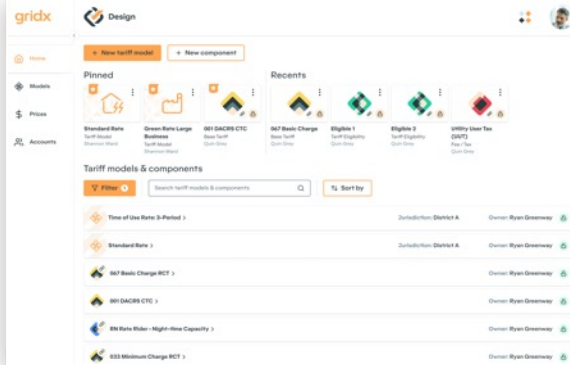
2010

Founded

The GridX Enterprise Rate Platform

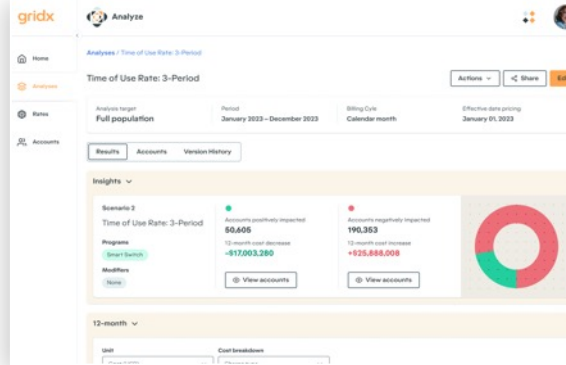


Streamline rate design & implementation



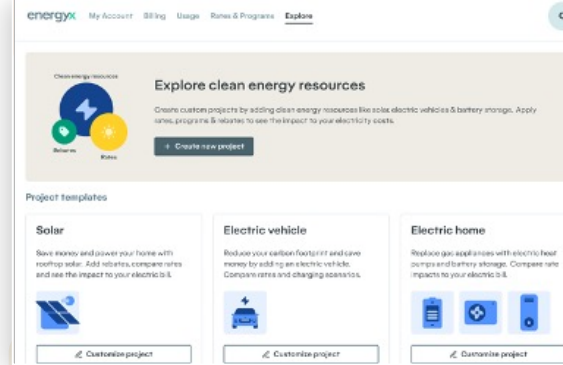
Design

Segment & full population analysis



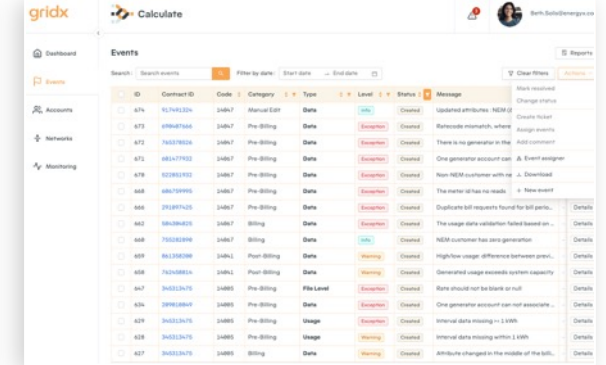
Analyze

Accelerate rate adoption



Advise Explore

Modernize complex billing



Calculate

Design new rates that support the program and system goals

Make the most of your data, gain insights, improve decision making, consolidate access

Work with end customers to prepare and enroll them in new programs

Augment legacy systems and processes and prepare for the future

Empower

REST APIs / WIDGETS

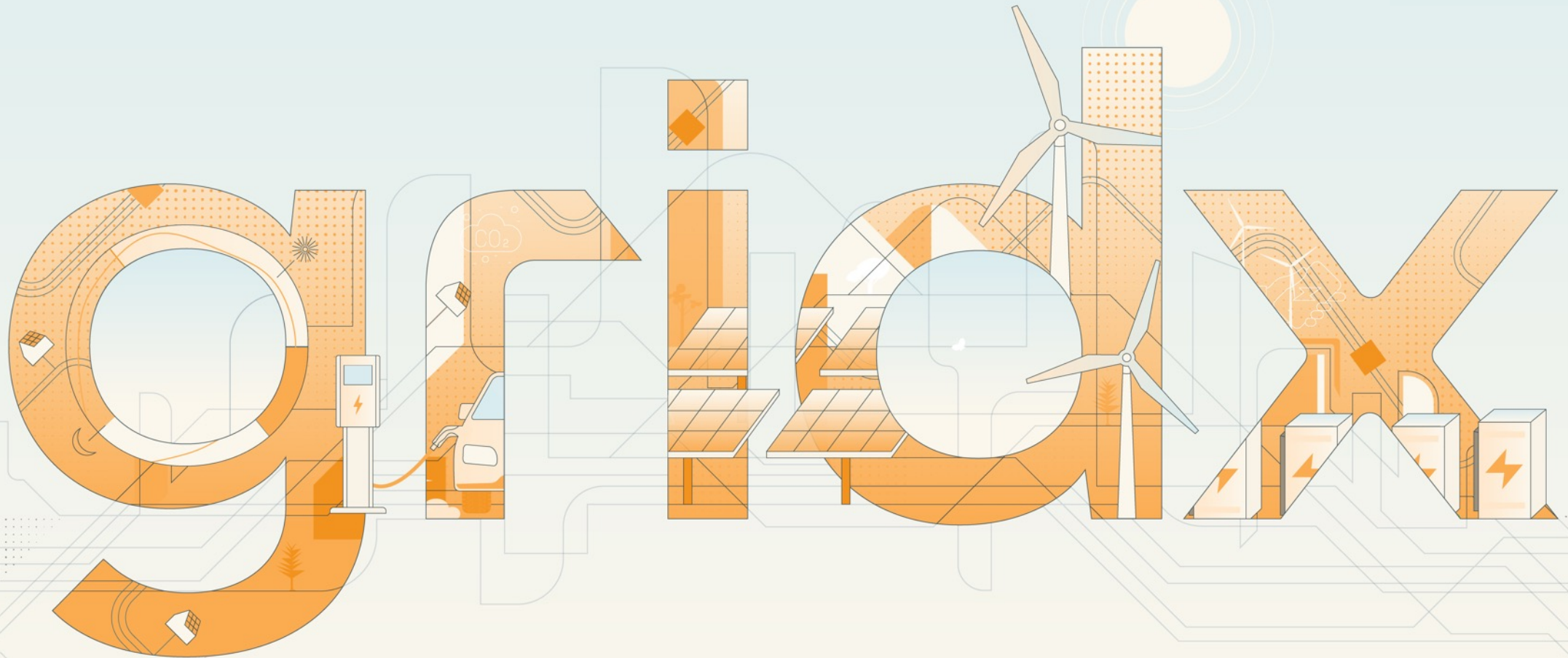
Enterprise Rates Platform

DATA PIPELINE / RULES ENGINE

Our customers



Thank you!



But there is a problem...

According to TMG Consulting in their report, *Bringing Stability to the Complex Billing Landscape...*

"Utility billing is at a crossroads. While there are advances in core CIS capabilities, today's market realities demand a more powerful and agile solution to handle the complex billing needs that are cascading across the utility industry."

Get the report



And we are hearing about this pain loud and clear from utility executives...

"It cost us \$8 million to implement a single low-income rate"

"We pay an additional \$6 million per year to support manual billing of our complex rates"

"There are so many new programs we want to roll-out but our CIS is holding us back"

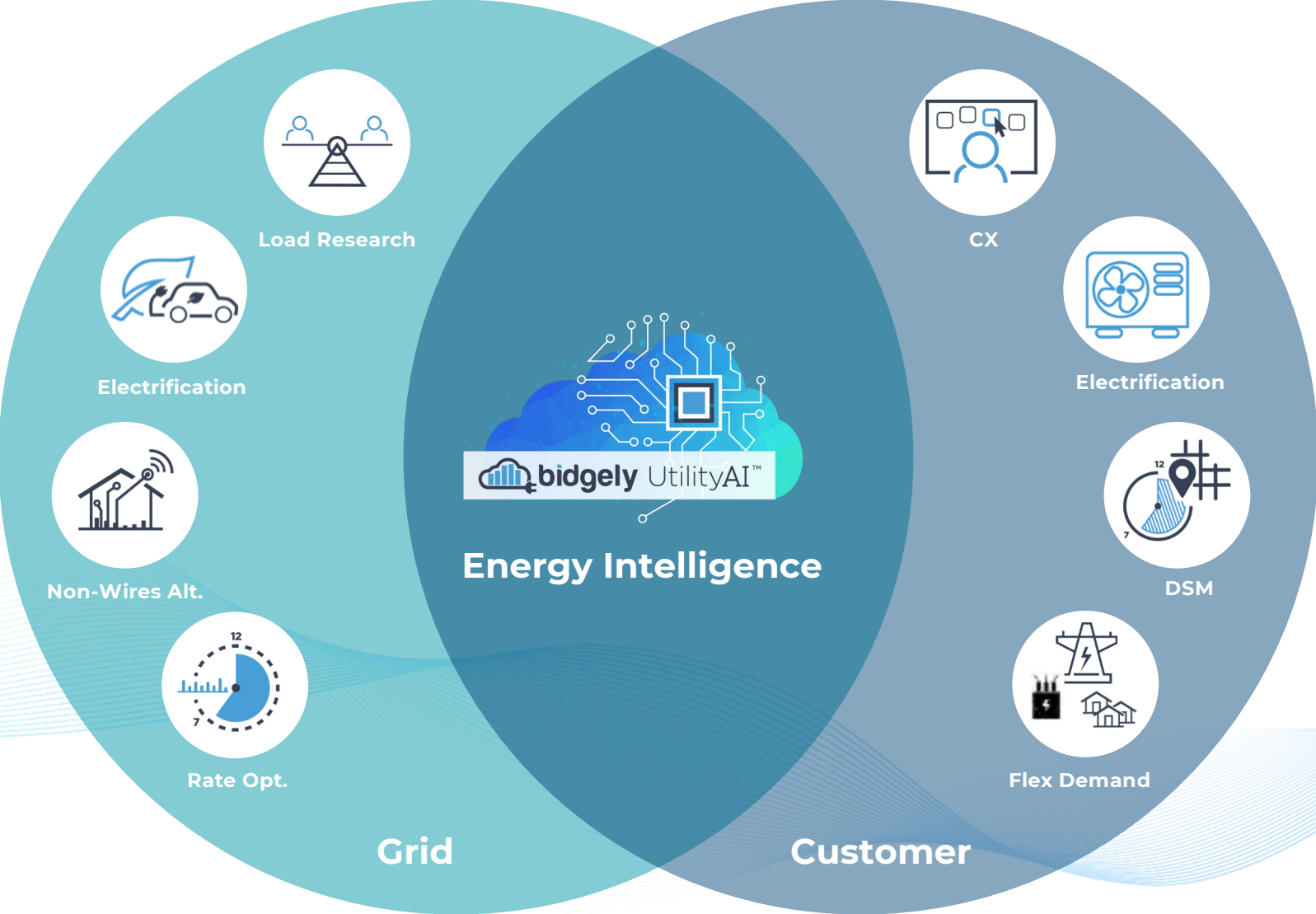


Next-Gen TOU Coaching for PSEG Long Island

Our mission:

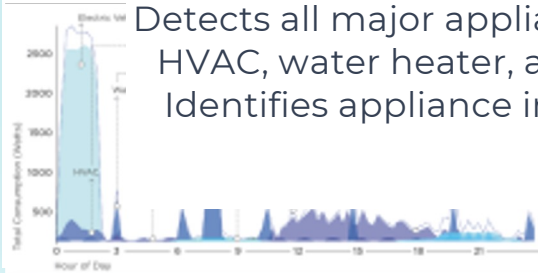
**To accelerate a clean energy future by
enabling utilities and consumers to
make data-driven energy decisions**

Our Vision: Customers Will Play a Key Role in a Grid Balancing



UtilityAI: The Foundation of Personalized Energy

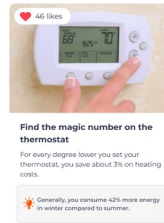
Load Disaggregation



Detects all major appliances (EVs, solar, HVAC, water heater, always on, ref, ...) . Identifies appliance inefficiencies and degradation.

Next Best Interactions

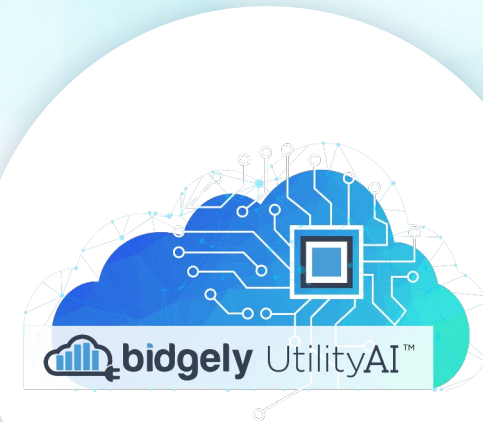
Hyper-personalized insights and tips, based on inefficient appliance disaggregated, energy



Grid Optimization



Capacity analysis for transformers, feeders, and substations
Non Wire Alternatives,
Ground up using AMI load research



Customer Segmentation & Targeting

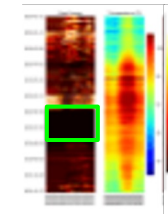
Appliance Inefficiency,
Low-medium income,
Demand Response
EV Adoption,
Utility Program Enrollment



Customer Bill Optimization

Optimize the customer's Bill considering all impacting factors (weather, behavior, time of use, ...)

Theft Detection



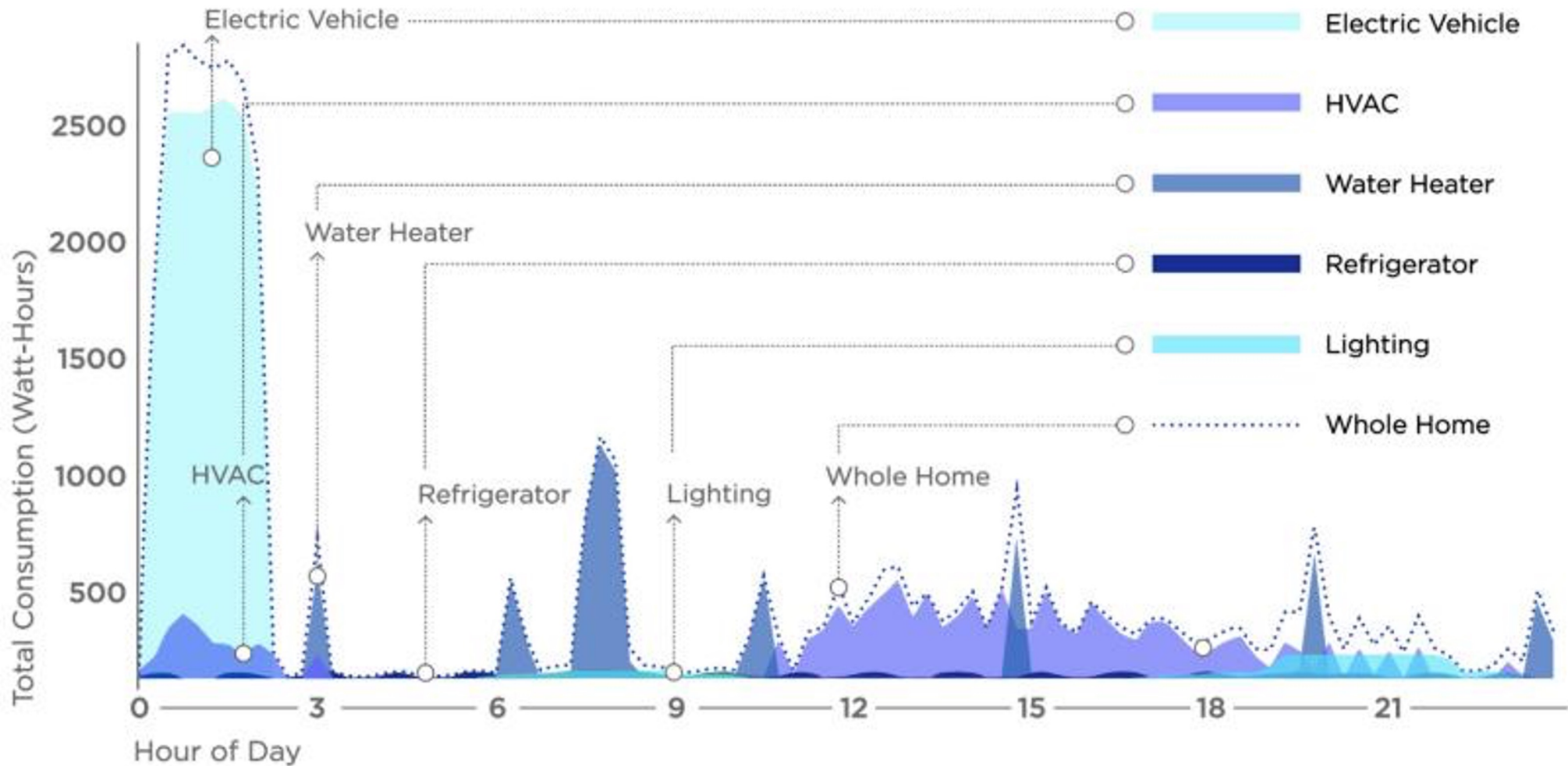
Deep Analysis of Meter Data to detect Meter Tampering, Direct Theft, Tariff misuse

Generative AI (2024)

Smart, natural language interaction combined with Bidgely AI



TRUE DISAGGREGATION - UNDERSTANDING EACH CUSTOMER



Solutions That EmPOWER the Future of Energy

CATEGORIES

CX and
Energy Efficiency



EV Load
Management



Analytics



DER Grid
Planning



SOLUTIONS

Customer Engagement

Energy Efficiency

EV Time of Use

EV Managed Charging

EV Intelligence

Behind-the-Meter
(BTM) Targeting

Disagg as a Service

Grid Planning

Load Research

Bidgely is expanding its solution suite rapidly to offer **plug-and-play AI-driven solutions** for utilities, their customers and other energy partners.

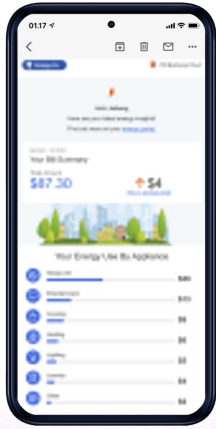


Hyper-Personalize Touch Points Across the Customer Journey

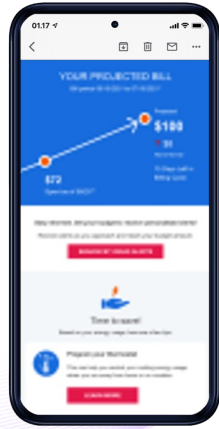
Welcome Email



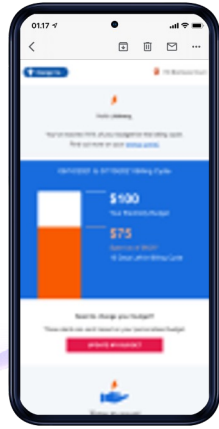
Monthly Summary



Bill Projection



Budget Alert



High-Use Alert

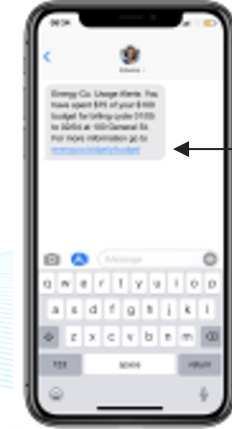


Rate Marketing



+ MORE

SMS



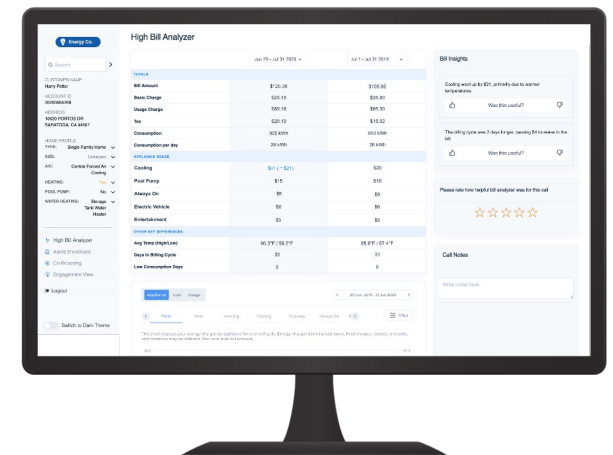
Direct link to web portal for seamless journey

Lazy Log-In: no SSO required to get to portal and no PII used

Customer Portal



CSR Portal





**2024
CONSUMER
SYMPOSIUM**

Co-located with
DISTRIBUTECH
International

The Consumer Voice in the Energy Movement

MON, FEB 26 | ORLANDO, FLA

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salesforce

Thank You to Our 2024 Sponsors



gridx[®]

Thank You to Our 2024 Sponsors



CLEARResult®



Opinion **Dynamics**

ORACLE
Utilities

Itron

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See You in Dallas



March 24th, 2025

A tall, blue, vertical sign for the Kay Bailey Hutchison Convention Center Dallas. The sign features a white star with red and blue stripes at the top. Below the star, the text "KAY BAILEY HUTCHISON" is written in white, and "CONVENTION CENTER DALLAS" is written in smaller white letters below it.

KAY BAILEY HUTCHISON
CONVENTION CENTER DALLAS