



CONSUMER EDUCATION

NASEO Annual Conference

September 24, 2018

Presented by

BERNICE K. MCINTYRE

- Board Member, ACCES
- Regulatory Strategy Director,
WGL Non-utility Operations

Who is ACCES?

- Group of competitive electricity and natural gas suppliers committed to consumer education about energy choice and competition.
- Formed in 2011 – our members who market in 18 states and serve approximately 2.5 million customers.
- Work with regulators, legislators, consumer advocates and news media – all with focus on education.
- Frank Caliva is the Managing Consultant of ACCES.

ABOUT WGL ENERGY

WGL Energy is a leader in efficient and environmentally-friendly energy technology solutions provided by WGL Energy Services, Inc. and WGL Energy Systems, Inc. to customers across the United States. Our offerings include electricity and natural gas supply, renewable energy, distributed generation, green products, and energy efficiency solutions.

WGL ENERGY SERVICES

WGL Energy Services is one of the most respected energy suppliers in the Mid Atlantic serving commercial, government and residential customers in Delaware, Maryland, Pennsylvania, Virginia and Washington D.C.

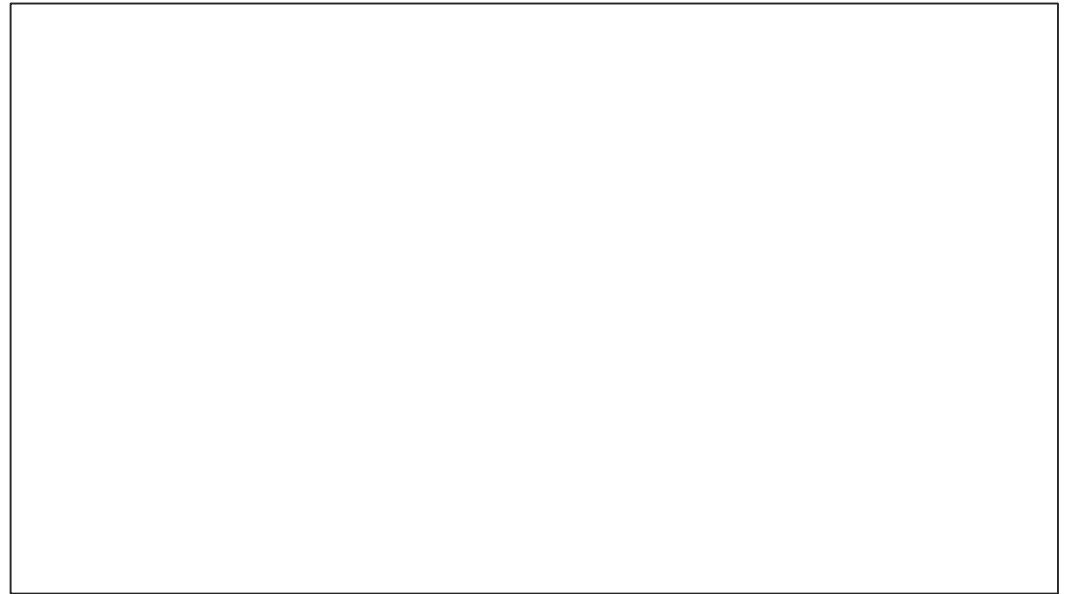
WGL ENERGY SYSTEMS

WGL Energy Systems designs-builds, owns and operates distributed generation and energy efficiency solutions that deliver financial, operational and carbon reduction results for commercial customers throughout the United States.



EDUCATION + ADVOCACY: ENERGY CHOICE VIDEO

- WGL Energy has long incorporated ENERGY CHOICE education in our customer outreach, and been a strong supporter of ACCES
- We believe the best consumer is an educated consumer
- In 2017 we produced and launched an [ENERGY CHOICE VIDEO](#), which is regularly promoted across all of our digital and social media platforms, including our corporate website, YouTube and Twitter handles



WGL Energy

ENERGY INSIGHTS

Choose Your Energy Supplier

2:16:00

By choosing your energy supplier, you can choose your pricing plan and lock in a low fixed price – which can help keep your home's total energy bills affordable.

ENERGY CHOICE BENEFITS INCLUDE:

- Low Rates
- Fixed Pricing
- Fixed Rates

Washington, D.C., Maryland, Pennsylvania, Ohio, Delaware

7:26 AM - 18 Aug 2018

WGL Energy @wglenergy

We all win when we have the ability to choose. Find out how you can benefit from #EnergyChoice:

Washington, D.C., Maryland, Pennsylvania, Ohio, Delaware

188 views 0:01 / 1:04

7:26 AM - 18 Aug 2018

WGL Energy @wglenergy

By choosing your energy supplier, you can choose your pricing plan and lock in a low fixed price – which can help keep your home's total energy bills affordable.


Washington, D.C., Maryland, Pennsylvania, Ohio, Delaware

70 views 0:07 / 0:30


10:30 AM - 28 Jun 2018

EDUCATION + ADVOCACY: SOCIAL/DIGITAL MEDIA

WGL Energy uses its social and digital platforms to support the work of ACCES

 **WGL Energy**
@wglenergy

Do you know if your state offers #energy choice? Use @EnergyACCES' interactive map to find out: bit.ly/2sMCrAK



10:16 AM - 22 Jun 2017



(clicking images in presentation mode will link to content)

 **WGL Energy** @wglenergy · Feb 9

#DidYouKnow you can choose who supplies the #energy that powers, heats, & cools your home or business? bit.ly/2s9CxUB @EnergyACCES



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 **WGL Energy** @wglenergy · 29 Sep 2017

Be an educated consumer. find out more about #energy choice: bit.ly/2x2uuWv via @EnergyACCES

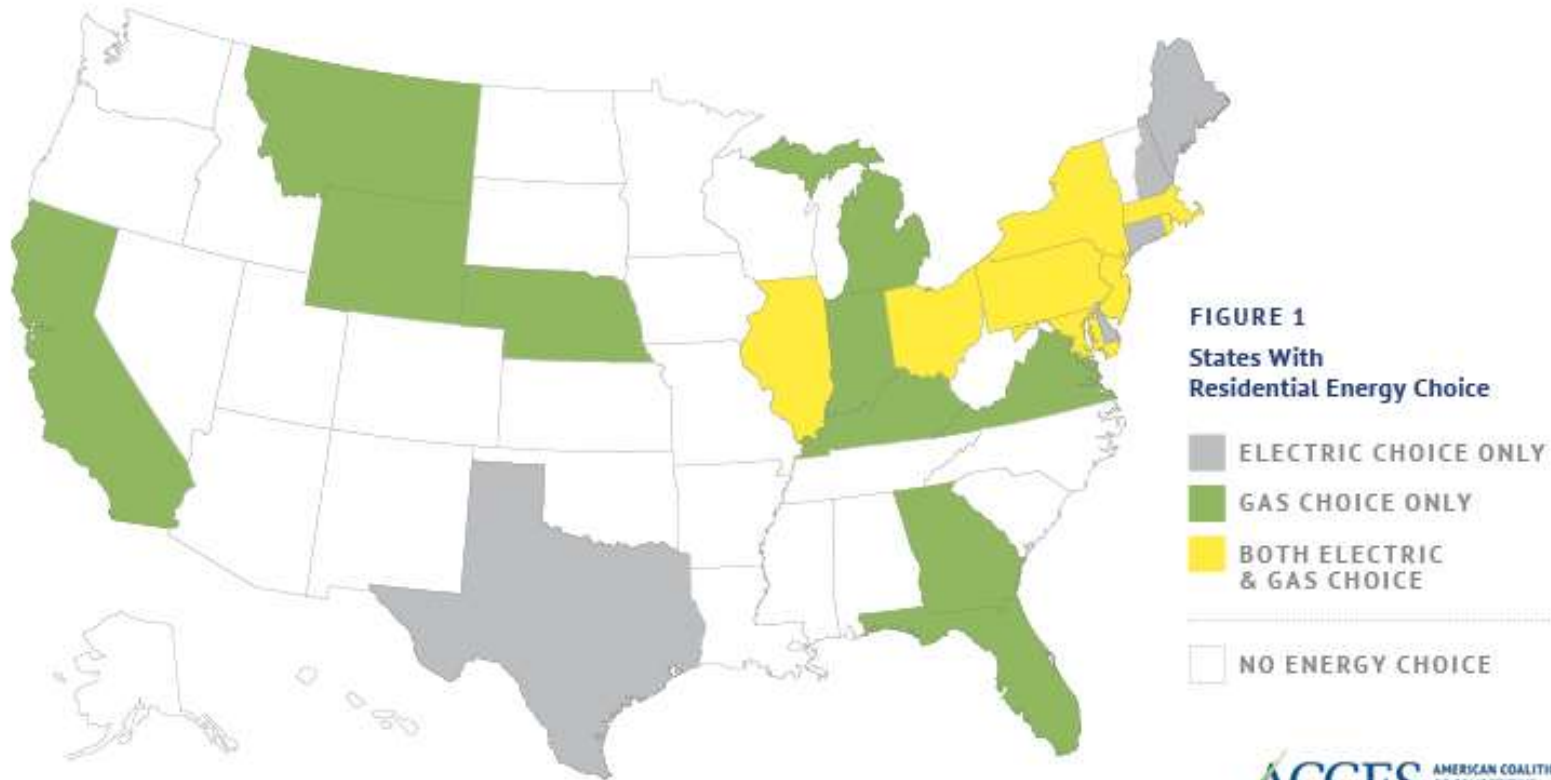


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What is the role of ACCES?

- To help consumers better understand and take advantage of the benefits of energy choice.
- To strengthen relationships between the supplier community and public stakeholders and to find common ground in advancing consumer education on energy choice.
- To provide policymakers and the media with a clearer understanding of suppliers' perspectives on consumer issues and access to consumer education materials.

Consumer Resources

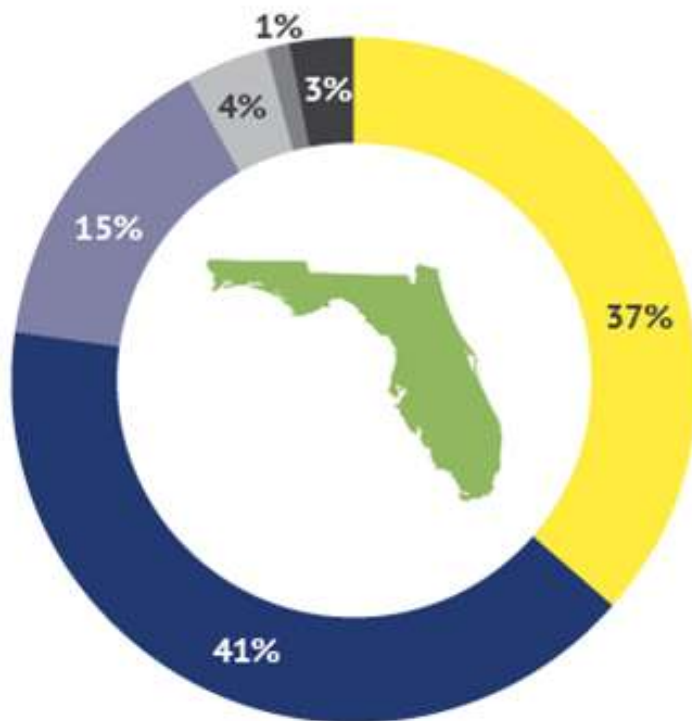


The Power of Choice Consumer Survey

- Independent consumer opinion survey to measure awareness and understanding of energy choice in Ohio and Florida February 1 – 5, 2017
- Factors driving decisions on energy products
 - Price and fixed term agreements
 - Renewable Energy Products
 - Efficiency and innovation that enable consumer control
- Public utility commission role
 - Consumers recognize role of the PUC in maintaining customer protection, but want to ensure regulations do not limit innovative products and services

Consumers Value Choice

Importance of Choice in Florida



Q How important is competitive choice in other aspects of your life as a consumer, such as cell phone plans, internet and cable, and transportation?

TOTAL EXTREMELY / VERY IMPORTANT: 78%

- EXTREMELY IMPORTANT
- VERY IMPORTANT
- SOMEWHAT IMPORTANT
- NOT TOO IMPORTANT
- NOT IMPORTANT AT ALL
- NOT SURE

Understanding the Market

- Focus group conducted in February 2018 consisting of energy customers in a state that allows energy choice
 - Participants in the focus group included current and former retail energy consumers as well as those unfamiliar with the industry
- Participants showed interest in educational resources that would explain the industry and options available
- Participants requested a neutral resource that would compare offers, include reviews, and offer specifications of individual products

The Power of Choice



The Path Forward

- Policymakers should provide consumers information to understand their energy independence
- Use stakeholders like ACCES to deliver well-designed, competitively-neutral consumer education content across multiple channels

THANK YOU

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