



Retail Supplier Market Policy Session

January 22, 2020



Agenda

- **1:00 – 1:10 PM** Opening Remarks (10 min)
- **1:10 – 1:55 PM** Panel: Part 412 Lessons Learned (45 min)
- **1:55 – 2:05 PM** Break for panelists to change as needed (10 min)
- **2:05 – 3:00 PM** Panel: Consumer Education (55 min)
- **3:00 – 3:10 PM** Break for panelists to change as needed (10 min)
- **3:10 – 3:55 PM** Question & Answer Panel: Marketing Practices (45 min)
- **3:55 – 4:00 PM** Closing Remarks



IL Part 412: Implementation & Oversight

Overview

- Part 412 Overall Implementation
- Marketing
- Telephonic Enrollments
- In-person Solicitation
- Implementation: Compliance
- Our Why

Part 412 Overall Implementation

- Direct Communication with Impacted Departments:
 - Regulatory reviewed all current and upcoming rule changes (i.e. 412.110, 412.120, 412.130, 412.165, etc.), broke changes down by department, and drafted department-specific outline that set forth rule changes in advance of effective date (e.g. November 2017).
 - Rule summary enabled each department to read, understand, and ask questions in advance of the upcoming effective date.

- Internal Presentation re: Updates: Held workshop with Marketing, Sales (commercial and industrial, residential, and telephone), IT, Finance, Billing, Supply, and Pricing and Products departments in March 2018 to discuss changes and obtain feedback.

- In-House Team: In-House Legal Dept. responsible for all communications between departments.
 - Legal discussed upcoming changes and worked with impacted departments to identify implementation strategies.

Marketing: 412.150 & 412.160

- Implementation:
 - Updated Disclosure Requirements:
 - Web Development team refreshed website, where applicable, to include required disclosures.
 - Ex: marketing materials; pricing disclosures
 - Updated Deliverable Requirements: Collaborated with IT dept. to ensure customer documentation is mailed within appropriate timeframe;
 - Ex: Contracts sent within three business days of accepted enrollment.
- Our Solution:
 - Employee-Based Design Model: All IGS' Web Development, Marketing and IT teams are in-house to facilitate prompt and direct communication between departments.

Telephonic Enrollments: 412.130 & 412.140

- Implementation:
 - Communications: Workshop held to describe upcoming changes and summarize rules to impacted departments.
 - Trainings: All sales employees (e.g. telephonic; door-to-door) received in-person training to discuss upcoming rule changes.
- Oversight:
 - Internal Call Center: Internal call center allows for direct agent training and call monitoring;
 - All call recordings are maintained and archived by our internal IT department
 - Spanish-speaking representatives available to accommodate Spanish-speaking customers.
 - Metrics Emphasize Customer Experience: Call center metrics are not based on call times. Instead, we encourage each agent to spend as much time as necessary to educate and inform the customer about the product/service offered.

In-person Solicitation: 412.120

- Implementation:
 - Employee-Based Sales Model: Employee-based sales model ensures direct oversight of sales process.
 - All training performed in-house;
 - Email Communications: Emails sent to HEC offices in Deerfield and Naperville to identify upcoming rule changes;
 - Sales process reviewed, discussed, and revisited with employees at weekly sales meetings to ensure compliance.
- Challenges:
 - Updated Disclosure Requirements: Updated disclosure requirements triggered modifications to our sales process.
- Our Results:
 - Customer Satisfaction: IGS is recognized as a 5-Star entity (e.g. Lowest Complaint Rate) per “Plug In Illinois” Retail Electric Supplier Complaint Scorecard.

Implementation: Compliance

- Compliance: IGS retains a dedicated Compliance Manager to monitor sales force and proactively ensure rules are appropriately implemented.
- Dedicated Compliance Manager: Tara McGraw, Compliance Manager:
 - Weekly meetings with market managers;
 - Shares findings (e.g. best practices, opportunities for improvement, concerns) with Regulatory Department; and
 - Serves as point of contact for ICC.
- Regulatory Review:
 - Regulatory Team researches current (and pending) rules, provides notices to impacted departments, and works cross-functionally with stakeholders to ensure compliance.

Our Why: The Customer Experience

- Employee-Centric Model:
 - Facilitates direct communication among impacted departments/employees;
 - Ensures timeliness and ability to thoroughly discuss, plan, and communicate any procedural changes that need to be implemented;
 - Our sales representatives and call center agents are actual IGS employees;
 - We have two sales offices in IL; and
 - We are a 5 star entity per the “PlugInIllinois” Complaint Scorecard.
- All-Department Meetings:
 - Streamlines discussion;
 - Provides for direct oversight of sales, marketing, and enrollment processes;
 - Ensures a uniform/standard message is shared across functions;
 - Ensures compliance and leads to a positive customer experience

Questions

Direct Energy ICC Part 412 Lessons Learned

January 22, 2020



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Illinois Footprint

Offices: Buffalo Grove, Oakbrooke, Northbrooke

Employees: 159

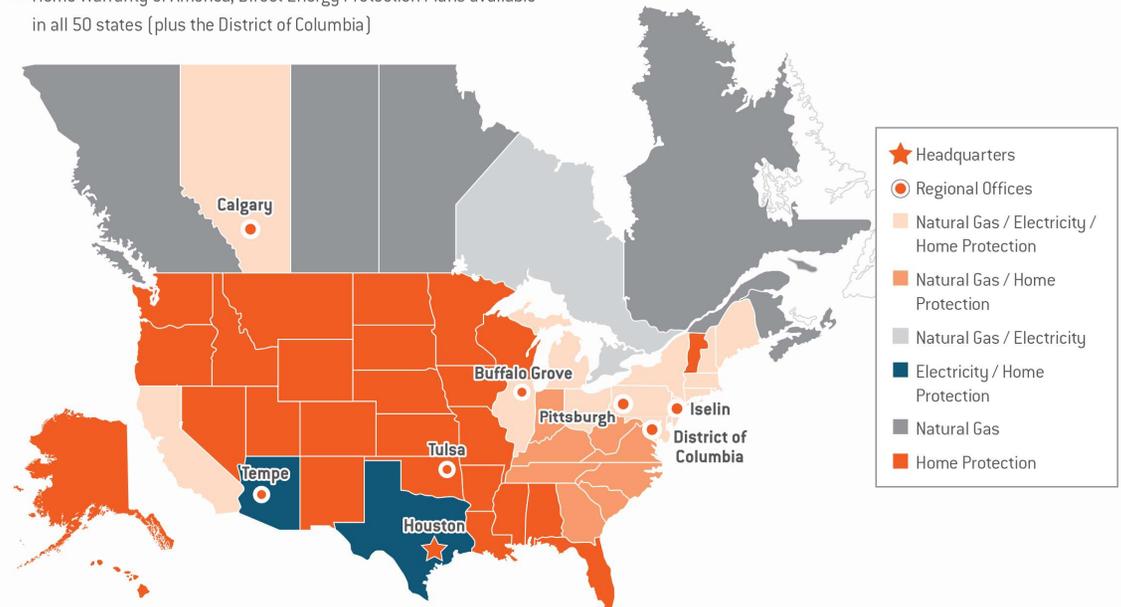
Annual Salary/Benefits: \$15M+

Customers: 155,000+ across our businesses



WHERE WE OPERATE

- United States – 50 states (plus the District of Columbia)
- North America headquarters – Houston, Texas
- Home Warranty of America, Direct Energy Protection Plans available in all 50 states (plus the District of Columbia)
- Canada – Alberta, British Columbia, Ontario, Quebec, Saskatchewan, Manitoba, Nova Scotia, New Brunswick



COMMUNITY INVOLVEMENT

- In 2018, Direct Energy employees volunteered more than **10,500 hours**, and Direct Energy donated more than **\$2.1 million** in charitable contributions.
- Direct Energy has committed **\$5 million** dollars through the Direct Energy Foundation to Texas Children's Hospital supporting the new children's heart center.

PARENT COMPANY

- Operates in seven countries
- 30, 520 employees worldwide
- 26.3M total customer accounts
- 2018 revenues of \$39.6 billion
- LSE: CNA
- Centrica is also a parent company of British Gas, Bord Gáis, Centrica Business Solutions, Hive, REstore, and SmartWatt

centrica

smartwatt
A Centrica Business Solutions company

centrica
Business Solutions

HIVE

How: A full project begins internally/externally from the moment a rulemaking is proposed.



Rules Proposed:

- Regulatory
- Legal
- Compliance
- Operations
- Sales
- Marketing
- Customer Service
- Business leads
- Product development



Comment:

- New products/technology
- Costs to implement
- Customer impact/experience
- System capabilities/feasibility
- Are we also already doing it?



Implement:

- Shred/eliminate old materials out of existence
- Programming
- Training: sales and customer service
- Regulatory reporting and system programming for compliance

Challenges:

- Legislative Actions
- Diverging compliance views
- Press on bad actors
- Public perceptions of the industry



Consequences:

80 Workstreams



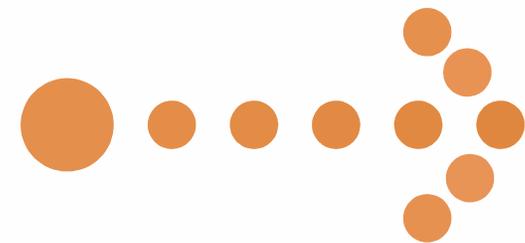
76 Team Members



1200 Hours



Over
\$1Million*



* Part 412 project later embedded with SB 651 for project cost estimate. Other data is only Part 412.

THANK YOU



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10 min Break

Up Next: Consumer Education Panel

A young girl with curly hair, wearing a yellow sweater and blue jeans, is climbing a tree at night. She is looking up at the sky. The tree is illuminated by warm, glowing string lights that are strung across the branches. The background is dark, suggesting it is nighttime.

NRG Consumer Education and Customer Engagement

January 2020

Educating Consumers

How does power get to my home?



You've probably heard the term "energy choice" before, but do you know what it means and how it affects you?

To understand, it's important to know the key players that make up the competitive energy market.

- + **The Producers:** They produce the energy used to power your home.
- + **The Suppliers:** That's NRG! We shop for energy such as electricity and natural gas on the open market and compete with other electric and natural gas suppliers to sell it to you.
- + **The Utility:** They deliver the energy to your home, send your electric bill, and respond to consumers emergencies.

Educating Consumers

Here's how energy choice works!



Generation

Generation companies produce energy and serve it onto the power grid

Retail suppliers

NRG Home buys power to meet customer demand

Local utility

Transmission and distribution lines owned and operated by the local utility continue to deliver the power

Consumer

Consumers enjoy their choice of electricity products



Provide a healthier future for children and support

Ann & Robert H. Lurie Children's Hospital of Chicago

just by using electricity.

Benefiting

Engaging Customers



Be prepared this winter

Furnace checked? Leaks sealed? Our easy tips can help you stay warm and energy-efficient.

[Check out more tips](#)

INTRODUCING THE My NRG app



What power should be: *A REWARDING YEAR FOR OUR CUSTOMERS*

Together, we had a huge impact last year



584,125,649
airline miles awarded



[SEE MORE](#)

Engaging Customers

It's a powerful relationship

Mike, we're delighted you've signed up for service with NRG Home.

At NRG, we think about electrical power all the time. It's our mission to make it better for you whether you're at home, at work or even on-the-go. We want to make your home — and your life — brighter.

Here's how it works:



1
Generation companies produce energy



2
Retail suppliers buy power from generation companies



3
NRG packages energy with special rewards and benefits



4
Local utility delivers the power to your home



5
Our customers enjoy their choice of plans

Learn More with Energy 101

Breathe easier with these tips from NRG Home

We are happy to be serving the Orozco home. Here are some tips to help you breathe easier and save energy.



Get portable power on the go

Our sister company, [Goal Zero](#), offers a variety of smart, portable power solutions for your life on-the-go. Check out their latest innovation, the Crush Light, a collapsible, solar-powered lantern.

Get the Crush Light

Customer Insights



“It was a simple sign up and communication has been prompt and easy.”

– Maria, IL, Cashback Plan



“I like the **Southwest** rewards that I can get from participating with NRG.”

– Keven, IL, Southwest Airlines Plan



“Customer Service is great. I have always talked with knowledgeable people who are able to explain the different special offers, and help me **choose what's in my best interest.**”

- Nancy, IL, Retention Plan



“It's a good feeling to know that as a member your **helping a charitable organization.**”

– Marcia, Lurie Children's Hospital Plan

Opportunities & Potential



Opportunities & Potential



Vistra Energy Overview

Alternative Supplier Policy Session

Consumer Education Panel

January 22, 2020



Vistra Fast Facts & Brand Family



Nearly 5 million retail customers

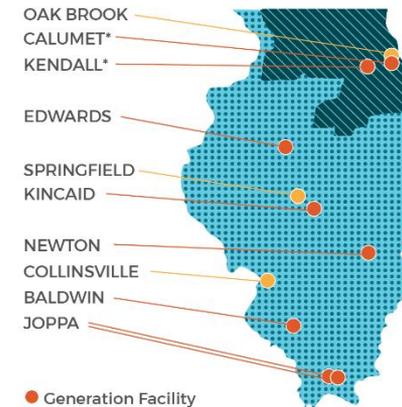
across the United States

Approximately 39,000 MW generation capacity enough to power 20 million homes



Vistra provides ~6,184 MW of generation capacity to the state of Illinois

VISTRA IN ILLINOIS



- Generation Facility
- Regional Office
- PJM (Dynergy retail)
- MISO (Homefield retail)
- * PJM generation unit



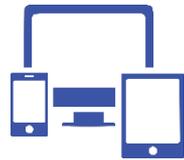
Tools and Resources to Educate Customers

Vistra utilizes a variety of resources to inform and educate customers regarding the energy market, including their energy supply options:

Multi-Channel Access



Live Agent



Web Site /
Resources



Chat



Social Media



Email



*Focused on meeting customers
where they want to be met*

Content Library

- ✓ Applicable Rules & Regulations
- ✓ Deregulation basics
- ✓ Municipal Aggregation
- ✓ Energy Saving Tips
- ✓ Net Metering
- ✓ Energy Education Resources
- ✓ General FAQs



*Providing answers to common
questions customers have*

Processes to Support Customer Experience



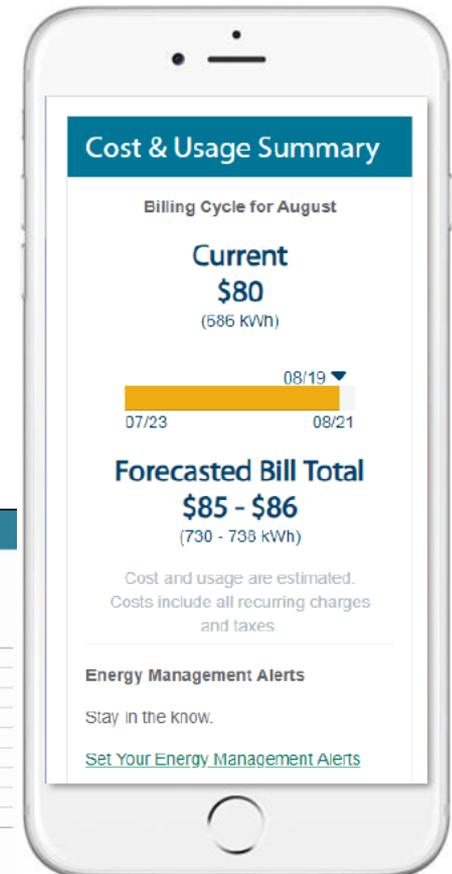
Vistra employs a variety of processes, tools and relationships to support consistent execution

- ✓ Robust agent training program (e.g., classroom, simulations, nesting & QA)
- ✓ Staffed escalation resources to handle complex inquiries
- ✓ Available Spanish-speaking customer service agents; partner-agency with ability to support ~200 additional languages
- ✓ Focus on Quality; use trends & processes to drive experience gains (e.g., QA, Post Call Survey)
- ✓ Leverage new technologies to learn / speed improvement
- ✓ Hold regular Call Listening sessions to inform, gather feedback and grow
- ✓ Identify root cause for all complaints; execute “closed loop” remediation

Best Practices to Improve Customer Education

Example best practices that Vistra has developed span the customer lifecycle

- Dedicated websites for Municipal Aggregations
- “Understanding Your Bill” tutorials
- Video resources on complex topics (e.g., TDU rates)
- Bill Payment Assistance guidance
- Usage / budget alerts via text, email
- Fraud awareness resources and tools
- Digital platforms that provide usage insights
- Bill Messaging / Bill Inserts and “Onserts”





10 min Break

Up Next: Marketing Practices
Question & Answer



**Illinois Commerce Commission
Retail Supplier Marketplace Policy Session
January 22, 2020**

How do suppliers position their value-added products?

Preguntas frecuentes sobre el cambio a energía limpia

P. Si paso mi electricidad a fuentes limpias y renovables, ¿cuál será mi compañía de servicios públicos?
 R. ComEd aún mantendrá los cables, preparará su factura y brindará un servicio confiable. Lo único que cambiará es que la electricidad que use su casa será generada por fuentes solares y eólicas renovables y limpias suministradas por CleanChoice Energy.

P. ¿Qué ocurrirá con mis facturas de electricidad?
 R. En resumen, apoyamos la energía limpia. Para la mayoría de las facturas es la cantidad generalmente más importante y el factor más importante.

P. ¿Qué sucede si la tarifa cambia?
 R. Llame a ComEd de inmediato para discutir las opciones de tarifas más probables.

P. ¿De dónde proviene la energía limpia?
 R. Cuando usted elige CleanChoice Energy, la energía limpia a través de las eólicas de Illinois.

P. ¿Quién es CleanChoice Energy?
 R. CleanChoice Energy ofrece solamente 100% de energía limpia.

P. ¿De qué manera es diferente?
 R. La energía renovable proviene de las fuentes convencionales de carbono y también de las fuentes renovables.

P. ¿Qué sucede si quiero cancelar?
 R. Puede regresar sin penalización.

P. Fuera de los cargos.
 R. No cobramos tarifas de activación.

P. ¿Puedo cambiarme a otra compañía?
 R. Sí. Si usted actualmente está con otra compañía, puede elegir energía limpia.

Si se trata de electricidad, usted puede elegir.

Inscribir
Llame al 1-800-416-5881

Actualmente, es muy probable que la electricidad que llega a su hogar contiene sea una mezcla proveniente de una gran cantidad de fuentes no renovables como el carbón, aceite y gas natural procedentes de la hidrofracturación (fracking), que contaminan nuestro medio ambiente y contribuyen al cambio climático.

¿TIENE MÁS PREGUNTAS?
 Llame al (800) 235-3277 o vea los detalles adjuntos.

Customer Sign In Contact Us Refer a Friend Email Sign Up For Small Business Call: 1-800-218-0113

CleanChoice ENERGY How It Works About Us FAQs **Make the Switch**

ABOUT US
CleanChoice Energy is a Clean Energy Supplier

Our mission since day one has been to make clean energy accessible for everybody. With CleanChoice Energy you don't need to install solar panels or even own your home, apartment, or business space to reduce your impact on the environment. You simply make the switch, and we make sure all the energy you use is replenished on the grid with 100% clean wind and solar power.

Learn more about CleanChoice Energy >

HOW IT WORKS
We Make it Easy to Reduce Your Impact

You Make the Switch
 You can sign up for CleanChoice Energy right here in just a few minutes.

We Source Clean Energy
 We make sure all your home's energy you use comes from 100% clean wind and solar power.

We All Breathe Easier
 Less fossil fuel means less air pollution and cleaner air for you and your neighbors.

With CleanChoice Energy, you can sit back and enjoy the fact that you're greatly reducing your impact on our planet everyday, without having to change your daily routine or make a long term commitment.

CleanChoice Energy @CleanChoice Follow

Did you make a New Year's Resolution? What was it? If you're still looking for the perfect commitment for 2020, check out our blog for clean energy resolution ideas! bit.ly/34JzUqs

This year, my clean energy resolution is to...
Write to my reps and ask for bolder clean energy goals.

6:40 AM - 8 Jan 2020

1 Like

CleanChoice Energy @CleanChoice Follow

Make the switch to 100% clean energy today, and we'll send you a National Parks Pass! bit.ly/2sl5PjB 20191231

AMERICA THE BEAUTIFUL ANNUAL

9:52 AM - 31 Dec 2019

3 Likes

Prior to enrollment

The Latest from CleanChoice Energy

FRIDAY, OCTOBER 25, 2019
CleanChoice Energy Launches First Town Community Solar Partnership
Washington, D.C. and Wappingers Falls, N.Y. October 25, 2019 - CleanChoice Energy, a renewable energy company that empowers people and businesses to cut emissions and live cleaner, healthier lives, is introducing town partnerships for its CleanChoice Community Solar offerings. The company's first Community Solar Partnership is with the Village of Wappingers Falls, where CleanChoice Energy will serve as the town's preferred provider of community solar, allowing local residents to realize savings while working toward the town's sustainability goals. Wappingers Falls' residents can subscribe to CleanChoice Energy's new portfolio of local community solar farms and save up to 10 percent on their utility bills.
[Read More >](#)

THURSDAY, AUGUST 22, 2019
CleanChoice Energy Named to Inc. 5000 List of Fastest-Growing Private Companies for Third Consecutive Year
CleanChoice Energy, a renewable energy company that empowers people and businesses to cut emissions and live cleaner lives, has been named to Inc. Magazine's list of the 5000 fastest-growing private companies in the U.S. for the third consecutive year. The Inc. Magazine 5000 is one of the most prestigious rankings of fastest-growing private companies in the nation.
[Read More >](#)

THURSDAY, SEPTEMBER 5, 2019
CleanChoice Energy and Hartz Solar Open 1.9MW of Clean Energy in Maryland
Hanover, MD., September 5, 2019 -- CleanChoice Energy, a renewable energy company that empowers people and businesses to cut emissions and live cleaner lives, and Hartz Solar, a developer, and owner of over 40MW of solar assets in the Mid-Atlantic, have opened 1.9 megawatts of new community solar for Maryland residents serviced by Baltimore Gas & Electric. The new community solar facility will subscribe more than two hundred residents, allowing more people to save money on their utility bills while supporting regional solar growth.
[Read More >](#)

[See More Articles >](#)

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Sunday, January 12, 2020

6 Cities Leading the Clean Energy Revolution



The city estimates it will save \$20 million over the 20 years

Georgetown, Texas, has been powered by 100% renewable energy. The city is the largest city in the country to be 100% renewable. The city's 74,000 residents receive their energy from several Texas

Greensburg, Kansas, has been powered by 100% renewable energy since 2007, half the town's 1,500 residents left. The remaining residents are transitioning to 100% renewable energy—primarily wind power.

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Saturday, January 11, 2020

How You Can Help Australia



child-friendly evacuation centers for fire victims.

Country Fire Authority in Victoria offers four different types of evacuation centers.

Country Fire Service in South Australia is taking steps to help people evacuate during bushfires.

Rural Fire Brigades Association in Queensland provides their tools and resources. [Donate here.](#)

Rural Fire Service in New South Wales is accepting donations from families of the volunteer firefighters who have been affected by bushfires. [Donate here.](#)

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Friday, January 3, 2020

20 Climate Voices to Follow in 2020



All around the world, millions of people are taking action to help our planet and reduce the impacts of climate change. Here are 20 climate voices to follow in 2020:

- Alexandra Villaseñor** is a 14-year-old climate activist. She founded the organization Earth Uprising, which educates and mobilizes young climate activists. She has protested outside the UN headquarters in New York City every week for the past 5 months. Follow her on Twitter [@AlexandriaV2005](#).
- Bill McKibben** is an environmentalist, author, and educator. He is the founder of the environmental organization [350.org](#). He was the recipient of the Sierra Club's highest honor, the John Muir Award, in 2011. Follow him on Twitter [@billmckibben](#).
- Brad Plumer** is a reporter on the New York Times's climate team. He covers climate change, energy policy and other environmental issues, with a focus on the impacts of climate change and potential solutions. Follow him on Twitter [@bradplumer](#), or check out his [New York Times articles](#).
- Ed Hawkins** is a climate scientist and expert. He created graphics called [warming stripes](#) that visually display long-term temperature trends of each country. Follow him on Twitter [@ed_hawkins](#).
- Dr. Gavin Schmidt** is a climate scientist and the director of NASA's Goddard Institute for Space Studies. He gave a TED Talk called ["The emergent patterns of climate change"](#) about the big picture of climate change and how millions of small-scale events interact to create climate change. Follow him on Twitter [@ClimateOfGavin](#).
- Greta Thunberg** is a 16-year-old Swedish climate activist. In August 2018, Greta began her weekly "School strike for the climate" protests.

CleanChoice Energy @CleanChoice [Follow](#)

There's still time to commit to a clean energy resolution for the new year! Check out our blog for inspiration in making your resolution. bit.ly/2QjWqBc



This year, my clean energy resolution is to...
Focus on the ways I can help the environment, and not feel defeated by things I can't change.

CleanChoice ENERGY™

5:57 AM · 10 Jan 2020

1 Like

Best Practices

Point of sale

CLEAN ENERGY AUTHORIZATION FORM
▲ Detach Before Mailing ▲

Return this form in the postage-paid envelope enclosed to obtain your electricity from renewable sources provided by CleanChoice Energy.

FROM:
SAMPLE A. SAMPLE
NAPPK PPK NOV19
1234 ANY STREET
ANYTOWN, US 12345

Priority Code
7098031AVLS

STEP #1: Account Number (Required)
Fill in your Account Number with ComEd

STEP #2: Authorization (Required)

I authorize CleanChoice Energy to change my electric supply service from my current provider to CleanChoice Energy and to enroll my address shown at left for 100% renewable energy. I have reviewed, understand, and agree to the enclosed terms and conditions. I authorize CleanChoice Energy to perform the necessary tasks to complete my request.

Signature Date

Email

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Our Plans

Plans available based on your utility provider and ZIP code: **ComEd, 60601** [Change >](#)

99% Wind + 1% Solar

9.00¢/kWh

- ✓ 12-month fixed price
- ✓ Cancel at any time / No cancellation charge
- ✓ No hidden fees

[SELECT](#)

— OR —

100% Solar

11.70¢/kWh

- ✓ 12-month fixed price
- ✓ Cancel at any time / No cancellation charge
- ✓ No hidden fees

[SELECT](#)

The energy your home uses will be paired to renewable energy sources through the purchase of Renewable Energy Certificates.

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Switch to 100% Clean Power

PARTNER OFFER BROUGHT TO YOU BY:

 Defenders of Wildlife has partnered with CleanChoice Energy - a forward-thinking energy company that is committed to protecting the environment and wildlife - to help supporters like you put your power bill to work for good. CleanChoice Energy provides 100% renewable wind and solar power.

Switching is fast & easy. There's no change in your utility, no construction projects, no home visits, no special equipment and no credit card required. But instead of supplying your home with dirty energy from sources like oil and gas, your electricity supply will be 100% renewable - and you'll help to demonstrate a real demand for renewable energy in your area.

Are you ready to join other Defenders supporters and switch to 100% clean wind and solar power from CleanChoice Energy?

Enter your zip code to get started

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Make it personal. Choose 100% Pollution-free Energy

PARTNER OFFER BROUGHT TO YOU BY:

 **LCV**
Our Earth Is Worth Fighting For

Fight for our clean energy future and pollution-free communities by making the switch to 100% wind and solar power.

CleanChoice Energy makes it fast and easy - keep your utility and get the same service, over the same wires. But instead of powering your home with dirty energy, like coal, oil and gas, your electric bill will support 100% renewable sources.

Are you ready to join other League of Conservation Voters members and switch to 100% clean wind and solar power from CleanChoice Energy? Enter your zip code to get started.

Enter your zip code to get started

CleanChoice ENERGY™ How It Works ▾ About Us ▾ FAQs ▾ [Make the Switch](#)

Switch to 100% Clean Energy

PARTNER OFFER BROUGHT TO YOU BY:

 **Arbor Day Foundation**

The Arbor Day Foundation has partnered with CleanChoice Energy so that Arbor Day Foundation members and supporters can put their power bill to work for good. CleanChoice Energy provides 100% clean energy from wind and solar farms.

Switching is fast & easy - you'll still get your bill from your local utility, the same service, over the same wires. All that changes is that instead of powering your home with energy sources such as oil, gas or nuclear, your electricity will support renewable, earth-friendly sources and a share of your electric bill will help support the Arbor Day Foundation and help plant a tree where they are most needed, every year you are a member.

Are you ready to support 100% renewable power every time you pay your power bill and help the Arbor Day Foundation at the same time?

Enter your zip code to get started

[SUBMIT](#)

Best Practices

During enrollment process



CleanChoice ENERGY

John Case
CUSTOMER SINCE MONTH YEAR

Questions? Contact us:

- @ support@cleanchoiceenergy.com
- 1-888-444-9452
- 1055 Thomas Jefferson St. NW, Suite 650, Washington, DC 20007

www.cleanchoiceenergy.com



Ongoing engagement throughout customer's service

Clean Energy Statement

November 2019

[Full Name]
[Address]
[Address]



SUN CLUB

Well done! You've been a CleanChoice Energy customer for 71 months.

SPECIALLY PREPARED FOR: [Name]
UTILITY NUMBER: XXXXXX-####

Thank you for making the world a cleaner place.

Because you chose CleanChoice Energy FROM December 2013 TO November 2019

90,950 kWh WHICH EQUALS

has been replaced with clean energy on the grid.

1,655 trees planted*

OR

136,425 lbs. of carbon pollution avoided*

WHAT'S NEW

Refer a Friend, Get \$25

23 states and the District of Columbia have implemented statewide greenhouse gas targets to fight climate change. Help your state get closer to these targets as 2019 comes to a close by spreading the word about clean energy! Refer a friend using CleanChoiceEnergy.com/refer-friend. Plus you'll get \$25, they'll get \$25.



FARM SPOTLIGHT

Osgood Landing Solar Farm

Essex County, MA – The town of North Andover, Massachusetts has been receiving 100% clean electricity from these 17,136 solar panels since 2017. For the next 25 years, every school, fire station, police station and any other town facility will receive clean electricity from this local farm – plus they expect to see \$6M in energy savings**.

*Greenhouse Gas Equivalency Calculator: www.epa.gov
**www.czyzproperties.com/osgood-solar

Additional EnergyEarth Reward Redemption Options:



CleanChoice ENERGY

John Sample
123 Any Street
Anytown, ST 12345

Dear John,

We're so honored to have customers like you that we've started a rewards program to thank you for your dedication to clean energy.

How it works: Each quarter that you're a customer of CleanChoice Energy you will receive \$25 towards energy efficiency products that can help you reduce your energy consumption and save money.

It's that simple. Buy clean energy, save the planet, get rewarded.

Thanks for all you do to make the world a better place!

Your reward value: \$25

To redeem your rewards go to cleanchoice.energyearthreward.com and enter this code: 251111111111.

Cheers,
CleanChoice Energy

Redeem at cleanchoice.energyearthreward.com

EnergyEarth Reward

Redemption Code
2511 1111 1111

enter code at cleanchoice.energyearthreward.com to redeem

good thru 09/30

Your EnergyEarth Reward Redemption Options:

Hundreds of energy and utility saving products such as:



Clean Energy Statement

November 2019

Your usage history

Every month you are with CleanChoice Energy, you help create a livable future for all – free of fossil fuel pollution.



Month	kWh
DEC	600
JAN	400
FEB	500
MAR	400
APR	200
MAY	800
JUN	1200
JUL	1600
AUG	1200
SEP	500
OCT	300
NOV	100

CLEAN HACKS

This month's tips

Set your thermostat lower at night and when you're away. Consider a smart thermostat – they save money and are more energy efficient than traditional thermostats.

Set ceiling fans to turn clockwise and on low to circulate warm air.

JOIN IN

Free Tote Bag

Hearing from friends is one of the best ways to help others to go green. Share your story with us on Facebook and we'll send you a reusable tote bag as a thank you!

[Facebook.com/CleanChoiceEnergy](https://www.facebook.com/CleanChoiceEnergy)

Our planet desperately needs citizens to be mindful of their actions. I'm a pleased customer. I wish everyone would switch to renewable energy sources.

– PAM, OH

OUR MEMBERSHIPS AND CERTIFICATIONS



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Best Practices

Ongoing engagement throughout customer's service

Everyone I've talked to at CleanChoice has been exceedingly friendly, helpful, and knowledgeable. It's truly a pleasure to do business with you.

- Elizabeth H., Midlothian, IL

The screenshot shows a web browser window at cleanchoiceenergy.com/refer-a-friend/invite/. The page is titled "Maximize Your Impact When You Refer a Friend" and offers a \$25 Visa Gift Card for both the referrer and the referee upon enrollment. Three main options are presented: "Email Your Friends" (SEND EMAIL), "Invite on Facebook" (INVITE FRIENDS), and "Invite on Twitter" (SEND TWEET). A terms and conditions section at the bottom states: "Terms Apply. You will receive a \$25 Visa Gift Card if you/your referee enrolls a new account and starts service. A redemption code for your \$25 Visa Gift Card will be sent by mail 1-3 weeks after the service start date, which is set by your utility and could be up to 8 weeks after sign up. This offer may not be combined with any other promotional offers. Limited time offer. Terms subject to change." A link to "Referral FAQ" is also provided.

The screenshot shows a blog post from Wednesday, December 25, 2019, titled "New Year's Resolutions". The post features a large image of the year "2020" in wooden letters on a green leafy background. The text reads: "Happy New Year from CleanChoice Energy! As we close out 2019 and head into the new decade, we are thankful for the incredible progress made in the renewable energy industry and look forward to an even more sustainable year in 2020." The post lists six resolutions: 1. Eat less meat to reduce the environmental impact of your meals. 2. Talk to your friends about environmental issues. 3. Talk to your employer about ways the office can be more sustainable. 4. Contact your elected officials and ask them to support clean energy policies. 5. Offset the emissions of your daily commute. 6. Be more conscious with your thermostat to conserve energy. The post includes a link to "our blog post for tips on how to talk about climate change."

The graphic is a blue-bordered box with a dashed line on the left side. It features the text: "We couldn't do what we do without you." followed by "It's customers like you who are helping us achieve our mission of transforming the electricity market for the better. So to show our thanks for choosing 100% clean energy, we'd like to give you a cash reward - \$30 once you're with us for 3 months." Below this, it says: "Simply give us a call at 1-800-497-9509 to redeem, and we'll send you a check in the mail after 3 months with us." and "Thanks again for making a positive impact on the environment today, and for generations to come." The number "\$30" is prominently displayed in the center.

The screenshot shows a social media post from CleanChoice Energy (@CleanChoice) dated 6:40 AM - 8 Jan 2020. The post text asks: "Did you make a New Year's Resolution? What was it? If you're still looking for the perfect commitment for 2020, check out our blog for clean energy resolution ideas! bit.ly/34JzUqs". Below the text is a blue graphic with white snowflake icons and the text: "This year, my clean energy resolution is to... Write to my reps and ask for bolder clean energy goals." The post has 1 Like and 1 retweet.



Thank you!

January 22, 2020