



**United States Senate
Committee on Energy and Natural Resources**

**Testimony of:
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GoodCents Overview

Mr. Chairman and members of the Committee on Energy and Natural Resources, my name is Bill Rodgers and I am the President and CEO of GoodCents Holdings, Inc. GoodCents is headquartered in Atlanta, Georgia and provides operations in 22 states as well as Canada delivering over 85 energy efficiency programs. I thank you for the opportunity to testify before you today on the important topic of energy efficiency. Our company has been in existence for over 34 years and has provided multiple types of Demand Side Management and Energy Efficiency programs to over 150 Utilities, including Investor-Owned, Co-operatives and Municipalities. We have over 600 employees located across North America who wake up each and every morning focused on helping both residents and businesses learn to utilize their energy in a more efficient and smarter fashion, as well as conserving as much energy as possible.

Our company partners with both electric and gas Utilities to deliver the most effective programs targeted at reducing their energy footprint. Some of the programs we deliver are:

- Facility Audits (both residential and commercial)
- Income Qualified Weatherization

- Residential and Commercial Rebate Programs
 - Trade Ally Network development and management
- Equipment Efficiency Studies
- Retrofit Programs for Commercial and Industrial
 - Lighting
 - H.V.A.C.
- Equipment (motors, drives, refrigeration etc.)Energy End-Use Studies

Our involvement covers the full spectrum of services: From initial program design, focused on the delivery of required or targeted savings; to the critical marketing services which drive customer education and program enrollments; to field implementation; and lastly, the measurement and verification of the program's actual savings which are reported back to the respective regulatory body.

Since the purpose of this hearing is to consider lessons learned from state efficiency and renewable programs, I would like to call your attention to the Energizing Indiana program. GoodCents has lead as the Third Party Administrator of this state-wide, multiple-utility program since 2011.

Energizing Indiana Overview

In 2009, the State of Indiana joined many other states, and since that time many others have followed, to establish long-term Energy



Efficiency Resource Standards (EERS). These standards set forth energy savings targets with specific timetables for achievement. Once the EERS were established, Indiana undertook an exhaustive review of their options for goal achievement. Their model evaluated the need for a true partnership of all stakeholders in order to achieve their goals. They established a Demand Side Management Coordination Committee (DSMCC) of the Indiana Utility Regulatory Commission (IURC) made up of representatives of each of the Utilities, municipalities and consumer groups in the state. They went to the marketplace to select an Independent Third Party Administrator for their statewide initiative. GoodCents was selected and entered into a contract targeted at aggressive energy savings over the first two contract years of 2012 and 2013. Branded “Energizing Indiana,” the initiative is a united effort by the state, participating Utilities, businesses, residents, and consumer organizations to offer energy efficiency programs that will benefit communities across the state.

This extensive, state-wide suite of six core energy efficiency programs includes: Commercial & Industrial Prescriptive program targeting the most energy consuming equipment and process improvements, Residential Home Energy Assessments, Income-Qualified Weatherization Services, Residential Lighting expansion through participating retail locations, Energy Educational Programs and Commercial Building Assessments for Indiana Schools.

As administrator, GoodCents coordinates, manages, implements and reports on this core suite of programs to meet the annual energy savings goals identified for each participating Utility. A few key and central accomplishments over the past two years:

- Created nearly 400 new Indiana jobs
- Enrolled over 200,000 residential customers
- Worked with 960 retail stores to sell over 6,200,000 energy efficient bulbs
- Educated over 155,000 elementary students about energy efficiency within their own homes
- Established a network of over 2,000 non-profit organizations representing over 1,000,000 members to educate and market the programs

- Energy Advisors logged over 4,600,000 miles serving the residents and businesses throughout Indiana
- Installed over 800,000 measures in commercial and industrial facilities
- Achieved over 900,000,000 kWh of energy savings in just the first two years which is enough to power the residents of Salt Lake City, Utah for an entire year.

In addition, the Utilities also offer other “Core Plus” programs directed toward expanding to an even greater suite of energy efficiency services that GoodCents works to educate the ultimate customers on the combined value. GoodCents has built a world-class team of experienced professionals from across the state of Indiana and is managing the program from offices in Indianapolis, Crown Point, Fort Wayne, and Evansville.

GoodCents strongly believes that by consolidating energy efficiency programs into one core initiative, Energizing Indiana has benefitted many Utility customers, including industry, businesses, schools, and homeowners. The power of offering an integrated and tailored approach most definitely drives increased productivity, consistent branding and marketing messages, and ultimately the highest value, most cost-effective programs for customers.

Driving Program Success

Through our years of experience implementing energy efficiency programs like Energizing Indiana we have found that program success is driven primarily by two factors:

- Is the program designed to achieve savings; and
- Is it effectively implemented and marketed to reach out to customers to engage, educate and ultimately drive participation.

Below is a further overview of the Demand Response and Energy Efficiency programs currently being successfully delivered by GoodCents through our design, marketing and implementation efforts.

Demand Response Programs

For more than three decades, GoodCents has been a valued partner for Utilities implementing and leveraging home area networking, advanced metering infrastructure and demand response programs.

GoodCents combines smart meter deployment, infrastructure component installation, proprietary scheduling and routing applications, and customer call

centers to ensure the most efficient and successful deployment of smart grid programs.

We utilize decades of experience in implementing and installing demand response program equipment such as communicating thermostats, water heaters and pool pumps. We also work inside the home to leverage the optimal solutions for our customers in establishing the most effective home area networks to allow for maximum understanding of customers home energy usage. Home area networks connect all aspects of the home to best understand how, where and to what degree energy is being used.

GoodCents' demand response portfolio includes programs in California, Georgia, Illinois, Indiana, Utah, North Carolina, Ohio, South Carolina, Virginia, Nevada, Kentucky, Oklahoma and Washington.

Energy Efficiency Programs

The goals of the energy efficiency programs offered by GoodCents are to provide Utilities and their customers, both residential and commercial, with an avenue to reduce energy and demand requirements, save money on electric bills, and meet energy reduction goals set forth by state legislatures and commissions. The three most popular residential programs to be utilized are Income-Qualified

Weatherization, Rebates, and Home Energy Assessments. In order to impact usage on a larger scale, commercial programs such as Commercial/Industrial Energy Assessments, and Custom and Prescriptive Rebates must be leveraged.

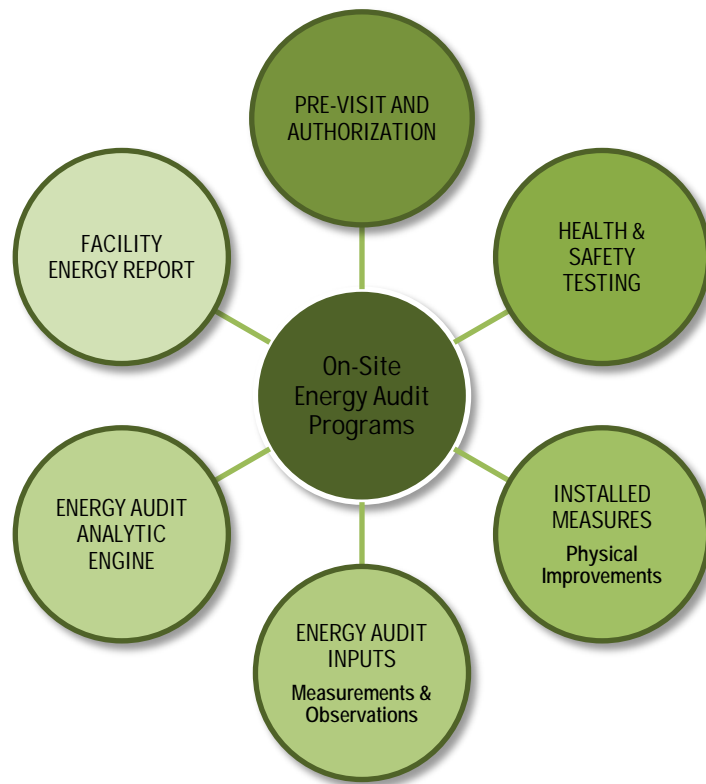
Residential Energy Efficiency

GoodCents believes that on-site energy assessments provide the best opportunity to reshape the energy usage habits of all customers, for both Income-Qualified Weatherization and Home Energy Assessment programs. Our highly trained and experienced advisors perform detailed site surveys and work closely with the customer to install energy efficiency measures as determined by the Utility and their customers. Our program delivery may include combustion safety testing, blower door guided air sealing, arranging for improved attic insulation, providing conservation education, and encouraging adoption of energy efficiency measures.

Along with installing measures, we are also capable and equipped to conduct in-out testing for implementation-style assessments such as weatherization, duct repairs, ceiling insulation and more. We are then able to educate the homeowner on the most impactful improvements they can make to their home to increase efficiency. Typically these improvements are supported through utility-funded Rebate programs. GoodCents generally uses six common elements for on-site energy

efficiency programs: pre-visit and authorization, home health and safety, installed measures, energy audit inputs, energy audit analytic engine, and homeowner's energy report. Our portfolio includes program implementations in Indiana, Ohio, West Virginia, Florida, Virginia, Kentucky North and South Carolina.

Six Common Elements of GoodCents On-Site Energy Efficiency Programs



Commercial & Industrial Energy Assessments

GoodCents' Commercial and Industrial programs include energy assessments that are supported by prescriptive and custom incentive structures that reward participants with monetary incentives based on installation of energy efficiency equipment upgrades. Following the energy assessment, the customer is educated on the most cost effective improvements to implement at their business that will reduce the greatest amount of energy. These upgrades include lighting, motors and pumps, HVAC, and potentially other equipment such as ENERGY STAR® transformers and efficient package refrigeration. Incentives are provided for one-for-one replacements, retrofits and new installations of qualified equipment.

The objectives of the C&I Prescriptive Program are to:

- Lower electric energy consumption in the C&I market sector.
- Help C&I customers decrease their overall energy costs.
- Build market-based activity that captures near and long-term energy and demand savings.
- Encourage equipment vendors and contractors to actively promote and install energy efficient technologies for their C&I customers.

Active Programs are being delivered in Indiana, Kentucky, North Carolina, Ohio, South Carolina, Virginia and West Virginia.

Customer Engagement and Participation

Through years of experience, GoodCents has identified a variety of tools that are effective in engaging customers and changing their behavior, resulting in optimal program enrollment. The key to a program's success is establishing a strong marketing campaign that spans multiple channels and provides multiple touches to Utility customers to increase both awareness and program participation. In addition, it is essential to develop an enrollment channel that is easy and convenient for customers to use.

Effective marketing is the key to robust participation. GoodCents has a complete array of marketing capabilities including print collateral design and production, social marketing programs (community engagement programs, social media implementation, local enrichment programs, etc.), and electronic communications to include website development, landing pages, email campaigns, and online program administration. In many programs, incentives are used to drive higher response rates through direct mail, trade ally networks, and community enrichment.

GoodCents also works with Utilities to establish program awareness through social marketing platforms and pushes to engage local newspapers and media channels for additional support. In addition, we leverage social media resources such as Facebook, Twitter, and YouTube to raise awareness of energy efficiency and demand response programs. GoodCents works with the Utility to build a program webpage that provides program information and allows the customers to enroll. In addition, we leverage some program marketing approaches with many of the Utility's current and future media campaigns or marketing efforts.

When working within the energy efficiency business the key to gaining both commercial and residential customer acceptance is in educating them as to the benefits of the programs, allowing them to understand the financial impact and return on their investment, and working to make the participation process simple.

Conclusion

Similar to the driving force behind Energizing Indiana, many other states have established their own Energy Efficiency Resource Standards. Once these goals and standards have been set they then develop the proper alignment between the state, regulators, local communities, Utilities, industrial and commercial businesses and residential customers to drive towards their aggressive goals. This allows for the best thinking to be put towards the market-based program requirements versus establishing federal prescriptive programs that become difficult to realize ultimate success. Costs of these programs are market driven and tested as well as the proper review and inclusion in the local rate structures. The market forces ultimately drive the programs, participation and returns once the standards are established. These structures allow for a standard and common measurement system that drives the most consistent and clear understanding of the return on investment and energy impact.