

Re-imagining consumer engagement through ECO



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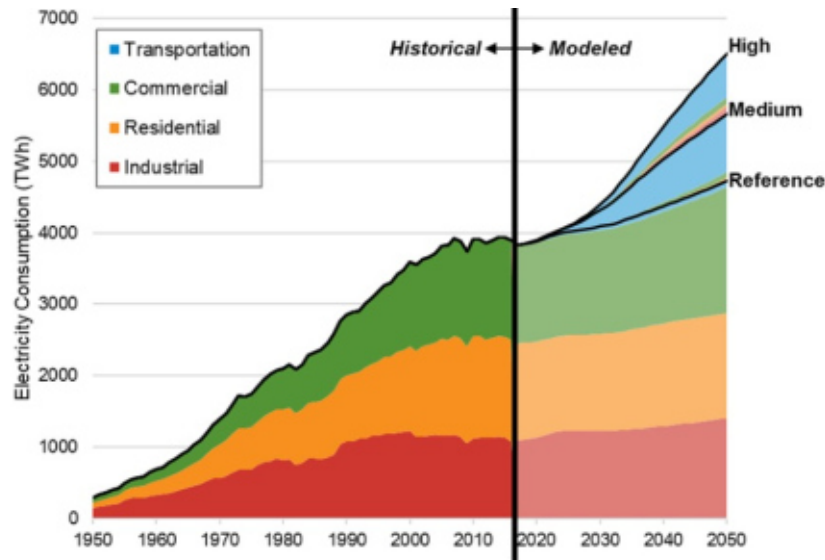
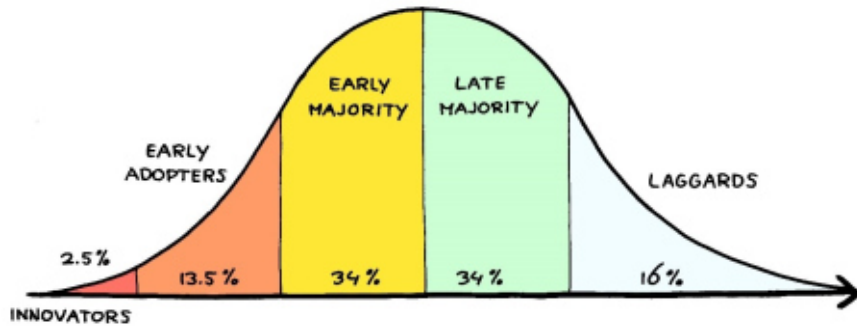
Great River Energy

Manager, Member Services and End-Use Strategy

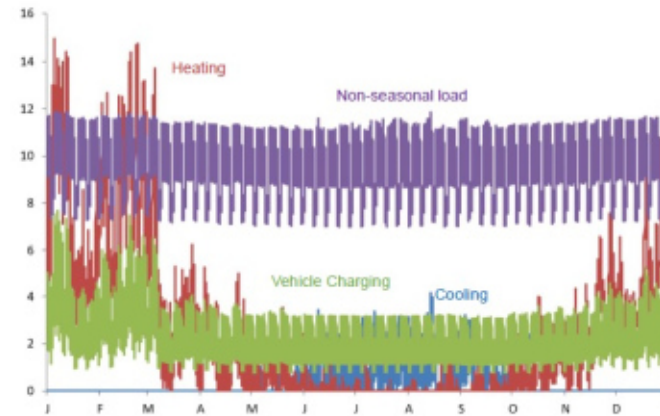
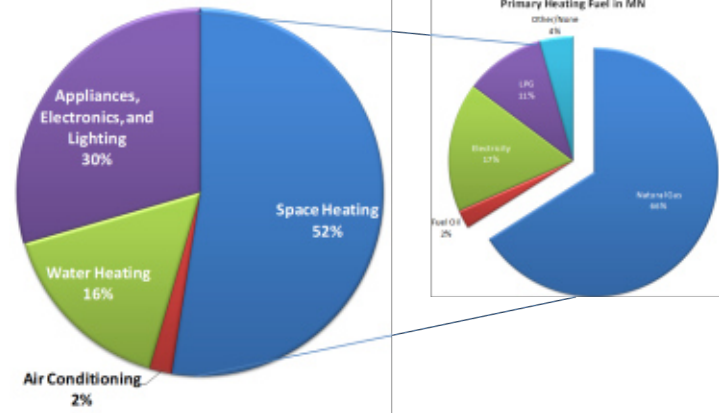
Efficiency versus electrification

- ▶ This is not an either/or question.
- ▶ Efficiency + electrification program implementation.
- ▶ The challenge of being proactive.
- ▶ Integration of demand response and load flexibility.
- ▶ Visibility of cost reduction.

Technology adoption



Residential Energy Consumption by End Use

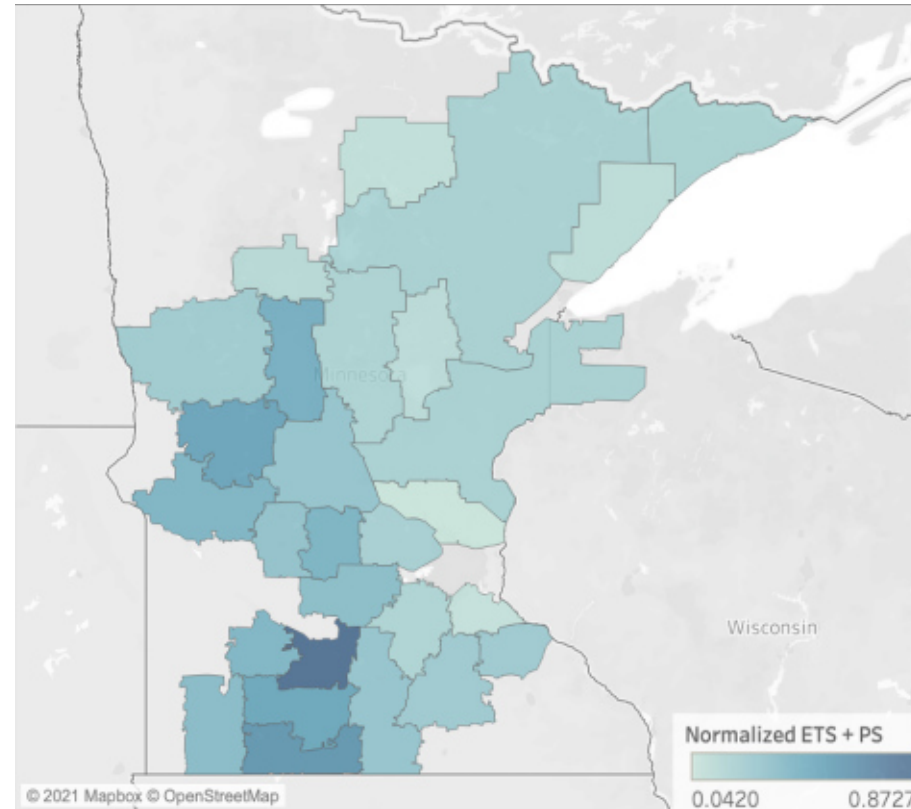
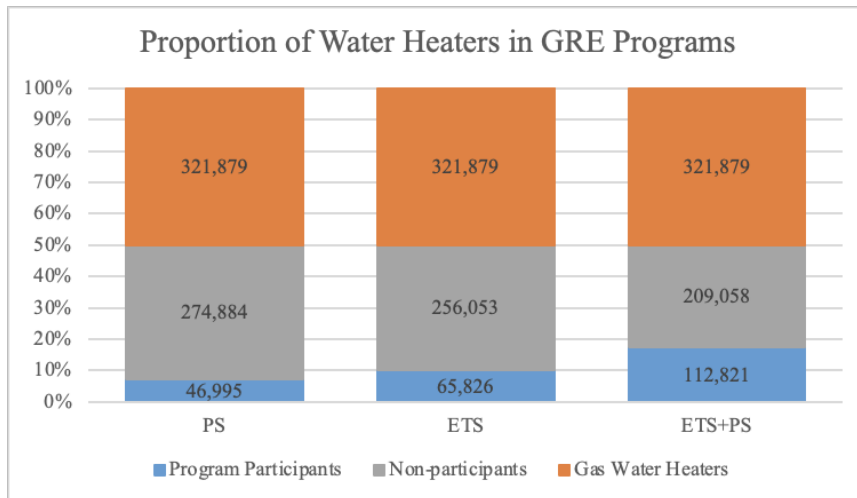


By 2050, with 80% Economy-wide scenario, potentially significant additional increases in load from 2030 in all components, except cooling, due to end-use incentives with this type of policy to use low-carbon electricity to decarbonize

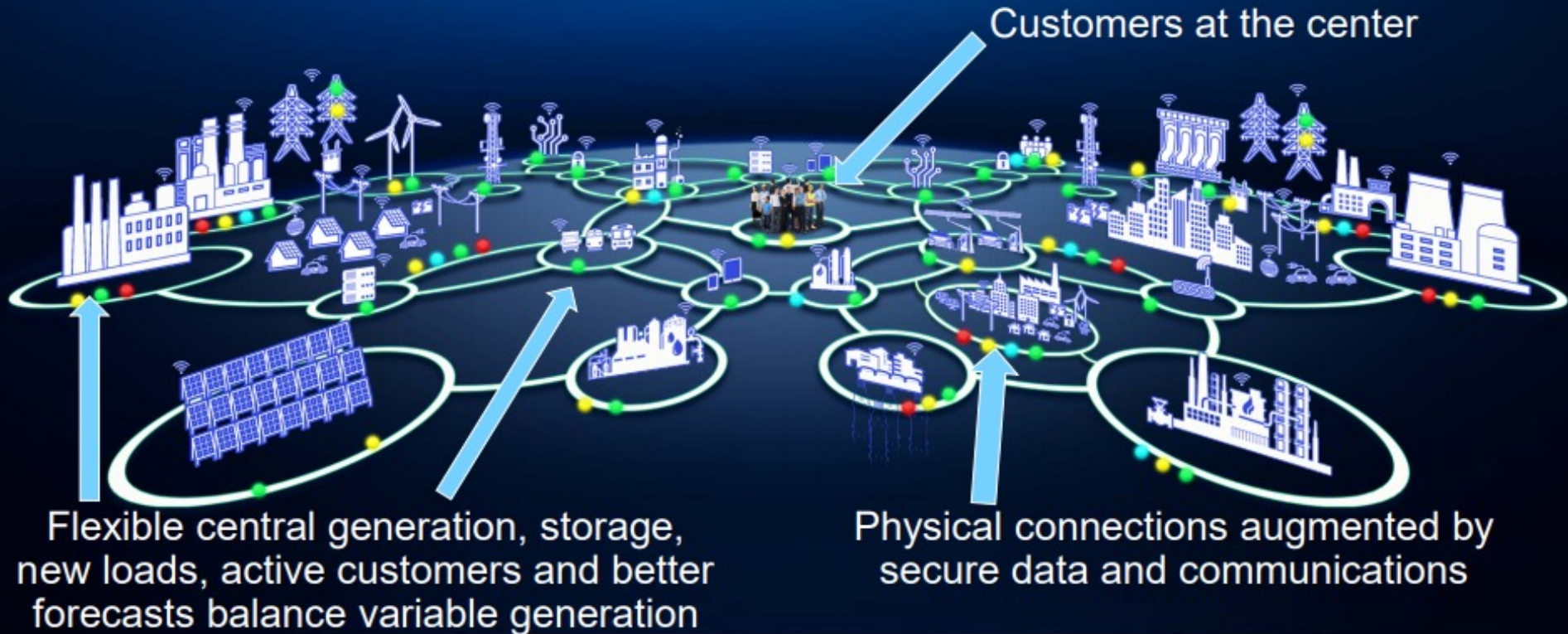
Historical and projected annual electricity consumption for the report's demand-side adoption scenarios

Water heating

- ▶ High prevalence of tech
 - Adoption is not uniform
- ▶ Relationships are key
- ▶ Opportunities for growth
- ▶ Stronger together



Integrated Energy Network



Energy and Natural Resource Systems are Integrated to Provide Reliable, Safe, Affordable, Cleaner Energy and Expanded Customer Choice

Integrating DSM resources

- ▶ Increasingly, utilities are being challenged to take a closer look at how DSM resources are considered in utility planning
- ▶ Pricing and analysis is critical to the successful application of DSM as a resource
- ▶ Energy efficiency
 - Baseload
- ▶ Demand response
 - Peaking
- ▶ Electrification
 - Integration
- ▶ Storage
 - Renewable energy resources

Member-owner partnership

- ▶ Rethink how we plan for end use resources
- ▶ Evaluate system value associated with energy efficiency, demand response, and electrification
- ▶ Reduce potential stranded investments
- ▶ Increase collaboration and cooperation with members-owners
- ▶ New potential for decarbonizing in collaboration with our members

