SMART ENERGY PROVIDER

American Public Power Association

Application Guide

December 2023

AMERICAN PUBLIC POWER ASSOCIATION

Powering Strong Communities

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About APPA

The American Public Power Association (APPA) is the voice of not-for-profit, community-owned utilities that power 2,000 towns and cities nationwide. We represent public power before the federal government to protect the interests of the more than 49 million customers that public power utilities serve, and the 96,000 people they employ. APPA advocates and advises on electricity policy, technology, trends, training, and operations.

Purpose of this Guide

This guide serves as a resource on the intent, spirit, and associated scoring guidelines for each of the questions within the Smart Energy Provider (SEP) program application. Each application received is thoroughly reviewed by an expert panel of public power representatives. This guide includes information on what the SEP Review Panel (Panel) is evaluating in each question, along with a clear breakdown of the point value associated with each possible response. **Criteria for grading these questions are established based on leading industry practices.** Throughout the grading process, each section will be reviewed, scored, and verified by several Panel members. Many questions will not require attachments. For some questions, applicants may choose to include additional documentation, but attachments are not expected.

This guide is meant to increase transparency of the Panel's grading expectations and help utilities better understand the application grading process. Please note that the guide is meant to be a suggestive, not prescriptive, resource.

Each question in the application has been explained in detail, and a scoring rubric has been provided. While the scoring rubric can serve as a general guide for what utilities should expect, **the ultimate scoring determinations are made exclusively by the Panel. If the Panel sees opportunities for improvement in any specific area, fewer points may be awarded.** The SEP application process should be viewed by utilities as an opportunity for coaching and feedback from industry experts.

Smart Energy Provider Program Overview

The *Smart Energy Provider (SEP) program* is a new best practices designation that provides national recognition to utilities for the work they are doing in the following four disciplines:

- Smart Energy Information
- Energy Efficiency and Distributed Energy Resources
- Environmental and Sustainability Programs/Initiatives
- Communication/Education and Customer Experience

Smart Energy in the context of this application program encompasses the areas of energy efficiency, distributed generation, renewable energy, and environmental initiatives conducted by a utility as part of efforts to provide low-cost, quality, safe, and reliable electric service.

The purpose of the SEP program is to evaluate utility efforts to incorporate efficiencies in the provision of electric service; help public power utilities benchmark their work against others in the industry; and provide a vehicle for peer evaluation based on a set of industry best practices.

In the SEP program, applicants earn points for their practices and accomplishments in each of the four disciplines. **Criteria posed as questions within each discipline are based on leading best practices and are intended to represent a utility-wide commitment to energy efficiency, distributed energy resources, environmental and sustainability programs, and customer communication and education.** A list of the specific scoring criteria is provided in the following sections and summarized in the back of this manual. All information that is submitted by utilities during the SEP application process will be kept confidential to the SEP Panel and APPA staff.

Becoming a Smart Energy Provider: Application Process Overview

Application Period

Each year, the SEP application period opens for submissions on **December 1st** and closes by **April 30th.** The application covers the efforts and changes utilities have made in the previous two years, not just the application year. Applications are reviewed by the SEP Panel, which is comprised of public power employees from across the country. Based on the information provided in a utility's completed application, utilities may be recognized as a Smart Energy Provider.

1. December 1st – Spring: Utilities complete application (Application due April 30thst).
2. Summer: SEP Panel conducts application reviews.
3. October or November: Designation released at Customer Connections Conference.
4. Next two years (Dec 1st – Nov 30th): Utilities maintain designation and promote recognition.
5. December 1st – April 30th: Utilities reapply for designation.

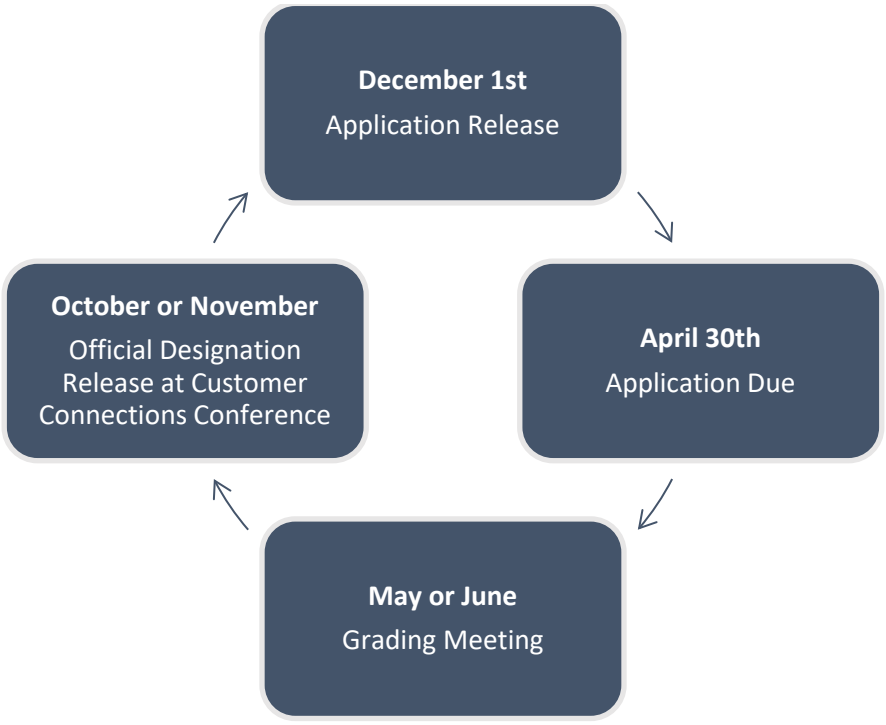

Figure 1: Application Cycle

Utility Size Categories

- Small Utility: Under 5,000 Customers
- Medium Utility: 5,000 – 30,000 Customers
- Large Utility: Over 30,000 Customers

Designation

Designation as a Smart Energy Provider is pass or fail. Designation is awarded to the utility if its application received a total score of 70 or higher. After designations have been released, an applicant has 14 days to request a reconsideration.

Designation Period

Beginning with the 2019 designees, SEP designations last for two years. For instance, utilities that apply in 2023 - 2024 and receive an SEP designation in 2024 will maintain that designation until the start of the application period in two years (December 2026). The utility will need to reapply in 2025 - 2026 to maintain its designation after 2026. Utilities that wish to maintain their SEP status must re-apply every two years. The intent of the re-application process is to ensure SEP utilities are consistently striving to maintain and improve the quality of their smart energy performance.

SEP Review Panel

Each application received is thoroughly reviewed by an expert panel of public power representatives. More information on the SEP Review Panel can be found at https://www.publicpower.org/smart-energy-provider/review-panel.

APPA's SEP Staff

If you have any questions about the SEP program, please contact APPA's SEP staff at SEP@PublicPower.org.

Scoring Information

How Points Are Allocated Among the Four Sections

Designation is awarded to the utility if its application received a total score of 70 or higher.

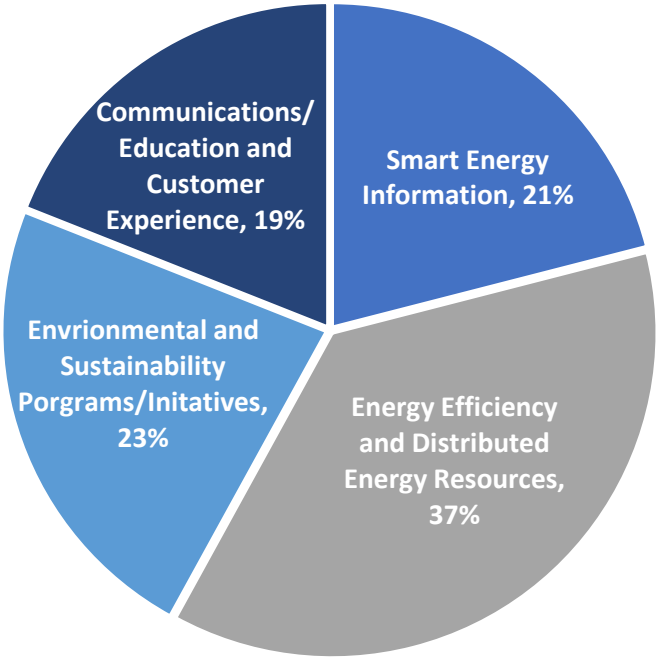

Figure 2: Percentage allocation of points by section

Scoring Guidelines

The complexity of the question will impact the scoring guidelines. While some questions will be graded on a yes or no basis, others will require a more in-depth evaluation by the SEP Panel. In instances where there are multiple boxes to select, partial points may be awarded based on the number of boxes checked. The "Other" checkbox may be counted as multiple boxes checked if multiple items are listed. Where applicable and possible, these partial breakdowns of points have been presented in this guide. While the scoring rubric can serve as a general guide for what utilities should expect, the **ultimate scoring determinations are made exclusively by the Panel. If the Panel sees opportunities for improvement in any specific area, fewer points may be awarded.**

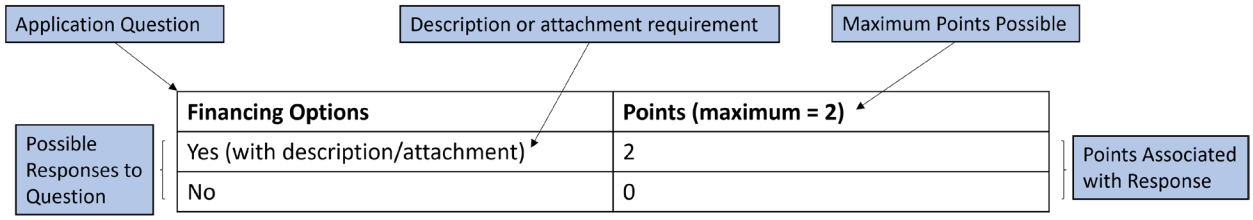

Figure 3: Sample Scoring Guidelines, yes or no question

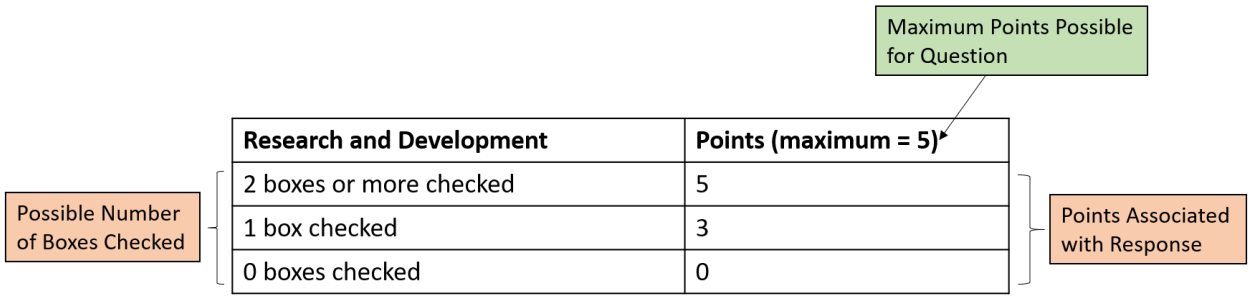

Figure 4: Sample Scoring Guidelines, multi-options question

Explanation/Description/Attachment Guidelines

On the SEP application, many questions require supporting materials for the answers selected. A utility must explain or provide a proof of implementation in their service community. **Such proof can include budget line items, branded marketing materials, contracts, evaluation studies, etc**. **Please note that to receive full points, scope of all smart energy initiatives and programs offered by a utility should be current utility activities** (e.g. the utility has conducted, initiated, or taken part in the question-related activity within the designated timeframe (current application year and the year prior)). Additionally, **do not** send in any personally identifiable information. All descriptions and attachments should only include publicly available information.

The following table shows all the application questions that require explanations, detailed descriptions, or attachments. Please note that some of the questions require attachment per each option selected; while others require at least one supporting material for the whole question or for the "Other" option selected.

Question Name (Number)	**Require One per Option Selected**	**Require One per Question**	**Require One for "Other" Option Selected**
Goals and Objectives (I.A.1)		✓	
Research and Development (I.A.2)			✓
Financing Options (I.A.3)		✓	
Equity Programs (I.A.5)		✓	
Supply-side Programs (II.B.1)			✓
Demand Response Programs (II.B.2)	✓	✓ (If selected 'Study conducted, not right fit')	✓
Dynamic Pricing/Time Varying Options (II.B.3)		✓	
Demand-side EE Programs (II.B.4)	✓		✓
Hard-to-reach Customer Programs (II.B.5)			✓

Distributed Generation Programs (II.B.8)			✓
Sustainability Programs (III.C.1)			✓
Organizational Collaboration (III.C.2)		✓	
Non E-Mobility Electrification (III.C.3)			✓
Emissions Tracking (III.C.4)		✓	
Emissions Savings (III.C.5)		✓	
Stakeholder Involvement (IV.D.1)		✓	
Customer Satisfaction (IV.D.3)		✓	
CSR Training (IV.D.4)		✓	
Non-utility Funded Tax Credits and Incentives (IV.D.6)		✓	

Each attachment file must be named as either "utility name_question number_checkbox name" or "utility name_question number_ document title". For example, if you selected the "Dispatchable energy storage" option in Question II.B.2. Demand Response programs, then the name of your documentation/attachment must be "your utility name_B2_DispatchableEnergyStorage".

Below is a list of specific guidelines on attachments, description, and explanations:

- If a smart energy program is designed by Joint Action Agency or a third party, a utility must show that the program is implemented in their service area, and they are **actively participating** in the program. An example of proof would be a program marketing material branded with a utility's logo or name.
- When attaching a long document that includes information specific to a question, a utility must provide specific page numbers in the description section on the attachment table (please refer to "How to Attach a Document" for more details). We also recommend highlighting the portion of the document that provides specific evidence or explanation for a checked box or a question.
- If the supporting material for a checked box or a question can be found on a utility's website, please attach a screenshot of the website page that contains evidence. **A simple URL link to website home page is not acceptable.** If a utility is to provide URL links, please also provide a simple description what the webpage shows and how it supports your answer to the question.

- If an attachment is a supporting material for multiple checkboxes, the file name should contain the names of those checkboxes. For example, if a document contains supporting materials for "Online energy audit" and "Commercial energy audits" for Question II.B.4, then this document's file name should be "utility name_B4_online energy audit_commercial energy audits"
- If a utility opts not to attach documentation, they must write a detailed explanation or description in the text box. This description must be detailed enough and provide enough evidence for the Panel to award points based solely on this description/explanation. Generally, these descriptions should be over 50 words. A utility may also write this detailed description in a Word Document and upload this document as an attachment.

How to Attach a Document

In the online SEP application, below the question preview is a table displaying all attachments for the question. To add an attachment, click the "add" button in the upper right-hand corner of the table (refer to Figure 5 below). Attachment file types supported by the SEP online system include: Word, Excel, PDF, Images (JPEG, GIF, and PNG), and PowerPoint. Fields included in the upload form or attachment table are:

- **Title:** This should be the name of the file. Please name the file **"utility name_question number_checkbox name"** or **"utility name_question number_document title"**. This field is required to upload a document.
- **Description:** Although not required, the description field gives you an opportunity to provide any additional information to identify/describe the attachment. As mentioned earlier, a utility must provide specific page numbers for review if the attachment is a long document (more than 5 pages).
- **Uploaded By:** Displays the username of your utility user that added the file.
- **Uploaded Date:** Will display the date the document was first added to the application.

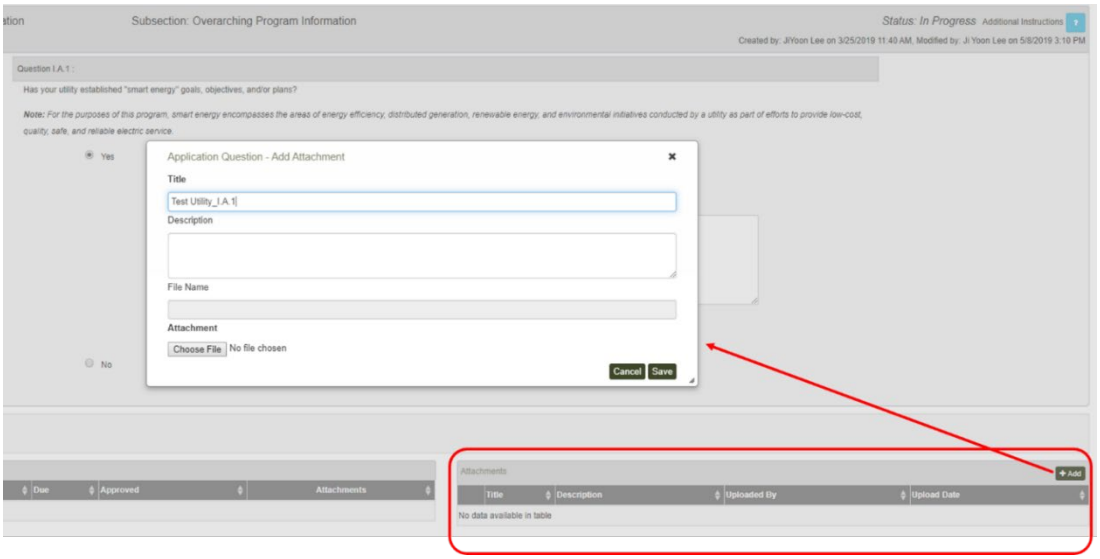

Figure 5: Online Application Add Attachment

Utility Information and SEP Application Payment

Starting the Application Process

Prior to gaining access to the SEP application, applicants must submit a registration form. APPA's SEP staff uses this information to create a utility profile in the online application system. In addition, the form asks for a primary contact for the utility. This individual will be contacted with any questions the SEP Review Panel or APPA staff may have concerning the application. All correspondence relating to the application will also be sent to this individual.

Payment

Utilities must pay the application fee upon submitting their SEP application to be considered for a designation. This fee partially covers the costs associated with processing, examining, and scoring all submissions. This fee must be paid each time you apply for the SEP designation. The fee structure is dependent on the number of customers your utility serves. The application fee is not refundable if the SEP criteria are not met. However, if your utility does not receive the SEP designation for any reason, you may re-apply the year immediately following your initial application without paying the application

fee again. You may pay the fee online, by check, by credit card, or you can request that APPA bill your utility directly[1] (APPA members only for this option). To pay the fee online, please go to APPA Product Store.

Table 1: Payment Breakdown

Total Customer Size	**Payment**
Small (Under 5,000 customers)	$250
Medium (5,000-30,000 customers)	$500
Large (Over 30,000 customers)	$750
Non-APPA Member	$2250

Additional Utility Information

You can provide additional details about your utility in the first question of the SEP application, which asks for utility employee demographics. This information is used as a reference point during the assessment of your SEP application. The number of employees must be filled out to the best of your ability. Note that it is helpful for the SEP Panel to understand the employee breakdown of your system, but this information will not be scored.

[1] Please note APPA's policy: utilities that request to be billed directly will be charged a processing fee of $10.00.

I. Smart Energy Information

The following is a sequential, question-by-question review of the SEP application's Smart Energy Information section. Each question in this section is explained, and the scoring rubric is outlined.

Question I.A.1 Goals and Objectives

Has your utility established "smart energy" goals, objectives, and/or plans?
Note: For the purposes of this program, smart energy encompasses the areas of energy efficiency, distributed energy resources, renewable energy, and environmental initiatives conducted by a utility as part of efforts to provide low-cost, quality, safe, and reliable electric service.
Note: If smart energy goals, objectives, and/or plans are designed by Joint Action Agency or a third party, your utility must show that these goals, objectives, and/or plans are specific to and are implemented in your service area.

- ☐ Yes
- ☐ No

If **yes**, please provide a description and/or attachment that includes the actionable items and approved budget of your "smart energy" goals, objectives, and/or plans. You can attach supporting materials, examples, or documentation of your utility's "smart energy" goals, objectives, and/or plans if you believe this will help the SEP Review Panel understand your utility's "smart energy" plan.
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_A1_ document title'.

_____
_____
_____

If **yes**, how are your smart energy goals or plans reflected in your planning for energy demand? Please select all that apply.

- ☐ Capital plans
- ☐ Distribution system planning
- ☐ Resource planning for energy demand
- ☐ Other: _____

Question Guide:

The SEP Review Panel believes it is important for a utility to define its smart energy goals, objectives, and/or plans. In the context of this application, this means engaging in planning to achieve the

community desired level of proficiency in the areas of energy efficiency, distributed energy resources, renewable energy, and environmental initiatives as part of efforts to provide low-cost, quality, safe, and reliable electric service.

There are many ways a utility can demonstrate that is has smart energy goals, objectives, or plans in place, and might include:

- Written plans for implementing supply-side energy efficiency programs, demand-side efficiency programs, distributed energy resources programs, or initiatives that encourage customers to help the utility in achieving its energy goals
- Written plans for implementing sustainability or environmental programs

To receive the full 4 points for the first part of the question, a utility must provide a description and/or attachment that includes **the actionable items and approved budget of your "smart energy" goals, objectives, and/or plans.** A utility can attach supporting materials, examples, or documentation of its smart energy goals, objectives, and/or plans if this will help the SEP Panel understand these plans. Please note that a utility's smart energy goals, objectives, and/or plans will not be evaluated by their effectiveness and quality. A utility should also indicate how their smart energy goals or plans are reflected in their planning for energy demand to receive the full 3 points for the second part of the question. If there are no utility-specific marketing materials, please include utility-specific webpage(s) showing that they offer these programs.

Smart Energy Goals and Objectives	**Points (maximum = 7)**
Yes (with description and/or attachment)	4
No	0
Smart Energy Goals and Objectives in Resource Planning	
If any boxes checked	3
No	0

***Note**: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_A1_ document title'.*

Question I.A.2 Research and Development

Does your utility engage in research and development on the topics of energy efficiency, distributed energy resources, and/or sustainability?

☐ Yes
☐ No

If **yes**, what mechanisms does your utility use to engage in research and development? Check all that apply.

☐ Participating directly in a research and development project (e.g., utilizing new technologies in concert with a local or regional university or state organization)
☐ Participating directly in a research and development program via a national utility-specific research and development program
☐ Investing in research and development via a utility-specific research and development program
☐ Other, explain or attach a description or documentation:
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_A2_other'.

_____

Question Guide:

Research and development at public power utilities is an essential investment, and utilities can take a leading role by pursuing cutting-edge technology and innovation as an integral part of energy delivery. If your utility received or applied for a government grant, please specify whether it was a research and development grant to be eligible for points.

- Participation: A utility can participate directly in R&D locally or nationally by applying for grants and/or scholarships or supporting, conducting, and/or implementing research and development projects.
- Investment: A utility can invest in research and development by being a member of a national utility-specific research program, such as the Electric Power Research Institute (EPRI) and/or APPA's Demonstration of Energy and Efficiency Developments (DEED), or regional or local utility-specific research program.

Through research, development, and demonstration of new ideas, utilities can increase efficiency, reduce costs, investigate new and better technologies and services, and improve processes and

practices to better serve customers. For more information on various research and development programs, visit the following websites:

- DEED
- EPRI
- The Department of Energy (DOE)
- Environmental Protection Agency (EPA)

State and regional programs are unique to your utility's location. Check with your state association or joint action agency within your region to discover what R&D opportunities there may be for your utility.

Research and Development	**Points (maximum = 5)**
2 boxes or more checked	5
1 box checked	3
0 boxes checked	0

Note: *If you select the 'other' option and elect to attach supporting materials rather than write a description in the text box, please write 'See attachment' in the text box. For each attachment, please name the file 'utility name_A2_other'.*

Question I.A.3 Financing Options

Does your utility promote, facilitate, or offer financing options to support any of its "smart energy" programs (e.g., on-bill or off-bill financing, PACE, low interest loans, federal or state loans, local financing)?
Note: This includes any financing options offered during the past two years.

☐ Yes
☐ No

If **yes**, please describe or attach supporting materials, examples, or documentation of your financing options.
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_A3_document title'.

_____
_____
_____

Question Guide:

To encourage customers to participate in smart energy programs, a utility should promote, facilitate, or offer financing options such as on-bill or off-bill financing, Property Assessed Clean Energy (PACE), low interest loans, federal or state loans, or local financing.

On-bill lending options allow customers to finance energy efficiency improvements by having the utility absorb the upfront cost of energy upgrades. Customers repay the utility through a charge on their monthly utility bill. PACE programs are similar to on-bill financing programs in that utilities put forth the initial capital for energy improvement projects. Instead of improvement costs being tied to the property owner, PACE improvements are tied to the property and repayment obligations can transfer with property ownership. Financing includes any local, state, or federal registered financial institution.

A utility should describe or attach supporting materials, examples, or documentation of any financing options that it promotes, facilitates, or offers. Please make a note that this question is asking for financing options that have been tested, piloted, evaluated, or offered during the designation period, which is two years.

Financing Options	**Points (maximum = 2)**
Yes (with description/attachment)	2
No	0

Note: *Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_A3_document title'.*

Question I.A.4 Benchmarking

Does your utility collect, analyze, and compare any "smart energy" program savings or related cost data with benchmarking or performance data from other similar utilities or organizations?

☐ Yes

☐ No

If **yes**, which program areas are compared:

- ☐ Energy efficiency/distributed energy resources
- ☐ Environmental/sustainability
- ☐ Customer satisfaction
- ☐ Building or transportation electrification

If **yes**, how often are benchmarking or performance data compared?

- ☐ Yearly
- ☐ Every 2-3 years
- ☐ Every 4-5 years
- ☐ Other: _____

If **yes**, who conducts the benchmarking studies?

- ☐ Internal Staff
- ☐ Independent third party (e.g., contracted staff or organization)

Question Guide:

Utilities should collect and analyze data on the effectiveness of their energy efficiency, distributed energy resources, sustainability, and building or transportation electrification programs, in addition to assessing customer satisfaction. Benchmarking not only provides opportunities for utilities to reflect on the performance of their programs, but also provides a platform for utilities to compare their programs with peers. Utilities should indicate if they compare their benchmarking or performance data with other utilities and organizations, how often data is compared, and who conducts the benchmarking studies. If a utility has compared their "smart energy" program savings or related cost data with benchmarking or performance data from other similar utilities or organizations at different years, then they must select "Other" and provide years in which they conducted benchmarking studies.

Benchmarking	**Points (maximum = 5)**
Program Areas	
3 or more types of program areas	2
1 or 2 types of program areas	1
Data Comparison Frequency	
Yearly	2
Every 2-3 years	1
More than 3 years	0
Evaluation	
Independent third party	1

Internal staff	0

Question I.A.5 Equity Programs

Does your utility offer an equity component to your programs (e.g., tiered income-based rebates, income-based technical assistance)?

- ☐ Yes
- ☐ No

If **yes**, please describe or attach supporting materials, examples, or documentation of your equity programs.

Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_A5_document title'.

_____
_____
_____

Question Guide:

To make smart energy programs more accessible to all customers, a utility should design programs with an equity component to ensure they are available to all income levels and disadvantaged communities within the utility's service territory.

An equity component to a program may include tiered incentives or higher levels of technical support for income-qualified, marginalized or disadvantaged communities. Examples include:

- A rebate program with a bonus incentive for customers who meet specified income qualifications or live in a designated disadvantaged community (DAC).
- A technical assistance program offered to residents within a disadvantaged community or those who meet income qualification requirements.
- An incentive program for businesses or organizations that directly benefit the disadvantaged communities or customers they serve.

A utility should describe how they are including equity in program design or program offering, how residents of the community directly receive benefits of the program, and not necessarily just targeted

marketing efforts to underserved populations or communities. A utility can add marketing specific efforts to their response for question II.B.5, Hard-to-reach Customer Programs.

A utility should describe or attach supporting materials, examples, or documentation of any program that includes an equity component. Note that this question is asking for equity programs offered during the designation period, which is two years.

Equity Programs	**Points (maximum = 2)**
Yes (with description/attachment)	2
No	0

Note: *Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_A5_document title'.*

II. Energy Efficiency and Distributed Energy Resources

The following is a sequential, question-by-question review of the SEP application's Energy Efficiency and Distributed Energy Resources section. Each question in this section is explained, and the scoring rubric is outlined.

Question II.B.1 Supply-side Programs

Does your utility engage in supply-side energy efficiency programs?

- ☐ Yes
- ☐ No

If **yes**, which of the following supply-side energy efficiency programs does your utility engage in? Check all that apply.

- ☐ Conductor or line loss upgrades
- ☐ Conservation voltage reduction
- ☐ Transformer efficiency upgrades
- ☐ VAR support with capacitor banks

- ☐ Active management of distribution system to limit line loss
- ☐ Phase balancing and re-phasing to some portions or all of a feeder
- ☐ Infrared Scans
- ☐ Other, please explain or attach supporting materials or documentation of how it improves efficiency:
  Note: "Other" must be a distinct, unique program, not a subset of the options above.
  Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_B1_other'.
  _____
  _____

Question Guide:

By implementing supply-side programs, utilities can focus on improving the efficiency and performance of existing generation, distribution, and transmission systems. There are several ways utilities can improve supply-side efficiency, which include upgrading conductors or line loss, transformer efficiency, and providing VAR support with capacitor banks. If a utility selects the 'other' option, please describe or attach supporting materials or documentation of how it improves efficiency. For example, maintenance programs may count for the 'other' option, and a utility must provide additional explanation or documentation that shows that their maintenance program targets to improve efficiency and reduce energy loss to earn points.

Supply-side Programs	**Points (maximum = 3)**
3 boxes or more checked	3
2 boxes checked	2
1 box checked	1
0 boxes checked	0

***Note**: If you select the 'other' option and elect to attach supporting materials rather than write a description in the text box, please write 'See attachment' in the text box. For each attachment, please name the file 'utility name_B1_other'.*

Question II.B.2 Demand Response Programs

Does your utility offer demand response programs?

☐ Yes

☐ No

☐ Study conducted, not right fit

If **a study was conducted, but it didn't fit your system**, please describe or attach study materials, or executive summary.

Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_B2_study conducted'.

_____
_____
_____
_____

If **yes**, which of the following demand response programs does your utility offer? Check all that apply.

*Note: This includes programs offered through third party contractors and other types of partnerships (e.g., direct payment to retailers). Rebates for installing thermostats, water heaters, etc., without signaling or utility control aspect is **NOT** considered a demand response program for purposes of the SEP designation.*

Note: Energy storage programs included in your response to this question cannot be counted in Question II.B.8.

Demand Response Program	**Check**
Dispatchable energy storage	☐
Utility controlled customer equipment (e.g., water heater control, HVAC, EV charging, appliances, smart thermostat)	☐
Utility signaled customer equipment (this program must have a component telling customers to reduce their energy usage)	☐
Interruptible customer rates/contracts	☐
Thermal water heating program/incentives	☐
Cold water storage for chiller systems program/incentives	☐
Other: _____ *Note: "Other" must be a distinct, unique program, not a subset of the options above.*	☐

For each checked box, please describe or attach supporting materials, examples, or documentation of each of your selected financial incentives/rebates.

Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_B2_checkbox name'.

_____

_____

Question Guide:

Demand Response (DR) programs are designed to encourage end-use customers to reduce or shift their energy consumption in response to changes in electricity price over time or triggers from system conditions or economics. These triggers could include time-varying changes in the cost of energy production (e.g. a spike in electricity price) or unusually high or low voltage or frequency. Load management programs can vary in implementation. Some might offer incentives to customers for turning off appliances whereas others might have customers agree to installing automated load control systems in their home. Providing rebates for installing thermostats, water heaters, etc., without a signaling or utility control aspect is NOT considered a demand response program. Please also note that emergency response that results in electric outages is NOT considered a demand response program for purposes of the SEP designation.

See the table below for explanations of each demand response program listed in the question.

Demand Response Program	**Explanation**
Dispatchable Energy Storage	Dispatchable energy storage can be dispatched on demand at the request of power grid operators according to market needs.
Utility controlled customer equipment (e.g., water heater control, HVAC, EV charging, appliances, smart thermostat)	Utility controlled equipment is controlled by the utility and utility signaled equipment is controlled by the customer based on a signal from the utility (e.g., receiving messages from the utility). An example of utility-controlled customer equipment would be programmable smart thermostats that allow the utility to adjust the household temperature, or a control that cycles the air conditioner off for brief periods during demand events. Any smart home technology that has a programmable system with a mobile app that the utility can control or communicate with their customers would be considered as utility controlled or signaled customer equipment.
Utility signaled customer equipment (this program must have a component telling customers to reduce their energy usage)	Utility controlled equipment is controlled by the utility and utility signaled equipment is controlled by the customer based on a signal from the utility (e.g., receiving messages from the utility). An example of this would be a combination of time-of-use (TOU) rates and effective marketing or segmented communication (email, texts, social media, etc.) that achieve the objective of shifting demand behavior off peak. Another example of utility signaled customer

	equipment would be Smart Level 2 Residential EV chargers with TOU rate and a submeter on the charger. The charger would suggest to the customer that they would save money if they charged at a different time. Any smart home technology that has a programmable system with a mobile app that the utility can control or communicate with their customers would be considered as utility controlled or signaled customer equipment.
Interruptible customer rates/contracts	Interruptible rate plans offered to customers require customers to curtail their electricity demand during interruptible events in exchange for earning credits or some other incentive.
Thermal water heating program/incentives	These programs/incentives encourage customers to transition to efficient heat pumps and water heaters.
Cold water storage for chiller systems program/incentives	Chilled water systems can be used as energy efficient alternatives to ice storage containers. Encouraging your customers to transition to this can be a way to promote energy efficiency.

For each demand response program that your utility implements, please describe or attach supporting materials, examples, or documentation of your financial incentives/rebates. If your joint action agency provides financial incentives/rebates for your utility, please describe or attach supporting materials or documentation on how your utility implements them.

If a study is conducted, and the Demand Response program does not fit your system, please describe or attach supporting materials or executive summary of the study results.

Demand Response Programs	**Points (maximum = 4)**
3 boxes or more checked (with description/attachments)	4
2 boxes checked	3
1 box checked	2
0 boxes checked	0
Study conducted, not right fit (with	4

attachment/description)	

***Note**: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_B2_checkbox name'.*

Question II.B.3 Dynamic Pricing/Time Varying Rates

Does your utility offer dynamic pricing options for your customers?
Note: This includes pricing options such as time-of-use, critical peak, and coincident peak rate structures.
*Note: This does **NOT** include interruptible rates covered under Question II.B.2, Demand Response Programs.*

☐ Yes

☐ No

If **yes**, please describe or attach supporting materials, examples, or documentation of your dynamic pricing options.
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_B3_document title'.

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Question Guide:

Utilities can reduce peak demand and achieve lower generation and distribution costs by offering dynamic pricing options to their customers. Common types of dynamic pricing include time-of-use pricing and critical peak and coincident peak rate structures. Utilities should describe or attach supporting materials, documentation, or examples of these options to earn full points.

Dynamic Pricing Options	Points (maximum = 2)
Yes (with description/attachment)	2
No	0

***Note:** Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_B3_document title'.*

Question II.B.4 Demand-side Energy Efficiency Programs

Does your utility offer demand-side energy efficiency programs?
Note: For each attachment, name the file 'utility name_B4_checkbox name'.
Note: If you provided multi-page attachments, specify page numbers you are referencing.

☐ Yes
☐ No

If **yes**, which of the following demand-side energy efficiency programs does your utility offer? Check all that apply.
Note: This includes programs offered through third party contractors and other types of partnerships (e.g., direct payment to retailers).

Energy Efficiency Program	**Check**
Commercial energy audits	☐
Residential energy audits	☐
Online energy audits	☐
LEED, Green Globes, RESNET HERS rating, BPI programs (excluding audits)	☐
EPA, ENERGY STAR portfolio management resources (benchmarking)	☐
Energy efficient lighting and lighting controls	☐
Energy efficient appliances	☐
Efficient new construction	☐
Building envelope retrofits (e.g., sealing and insulation upgrades)	☐
Retro commissioning	☐
Energy efficiency and behavioral education and outreach program	☐
Heat, ventilation, and air conditioning (HVAC)/variable frequency drive (VFD)/motors	☐
Food service and refrigeration equipment	☐
Strategic energy management program	☐
Energy management systems (e.g. building controls)	☐
Energy management information system (e.g., data dashboard, comparative analysis, online portal)	☐
Online consumer efficiency product store	☐
Other: _____ *Note: "Other" must be a distinct, unique program, not a subset of the options above.*	☐

For each checked box, please describe or attach supporting materials, examples, or documentation of each of your selected financial incentives/rebates. **DO NOT** provide website links or very large attachments. If referencing a webpage, attach a screenshot of the relevant information from the website.
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_B4_checkbox name'.

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_____
_____
_____

Question Guide:

Demand-side energy efficiency programs target more permanent changes to electricity usage patterns by either installing or replacing old appliances with more efficient and effective electric appliances. Helping residential and commercial customers improve the efficiency of their homes and businesses can be an effective way for a utility to improve its ability to reduce energy costs and peak demand. Utilities can provide rebates to support customers in buying energy efficient appliances. They can also provide incentives for customers to invest in retro commissioning and building retrofits.

Utilities should check the energy efficiency programs it currently provides. For each selected demand-side energy efficiency program, utilities must offer a description or attach supporting materials, examples, or documentation to earn full points. Please **DO NOT** provide website links or very large attachments. If referencing a webpage, attach a screenshot of the relevant information from the website.

Demand-side Energy Efficiency Program(s) (with description/attachments)	**Points (maximum = 8)**
8 boxes or more checked	8
7 boxes checked	7
6 boxes checked	6
5 boxes checked	5
4 boxes checked	4
3 boxes checked	3
2 boxes checked	2
1 box checked	1
0 boxes checked	0

***Note**: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_B4_checkbox name'.*

Question II.B.5 Hard-to-reach Customer Programs

Do your energy savings programs target specific customer segments, such as those that are underserved or hard to reach?

- ☐ Yes
- ☐ No

If **yes**, which specific customer segments, including those that are underserved or hard to reach, do your energy savings programs target? Check all that apply.

- ☐ Customers located in areas with transmission & distribution constraints (either current or future)
- ☐ Low-to-moderate income residents
- ☐ Areas that are isolated or have low population density
- ☐ Small business
- ☐ Multi-family (owner-occupied)
- ☐ Renters
- ☐ Key accounts and business retention (large commercial/industrial)
- ☐ Non-English-speaking customers
- ☐ Customers on fixed incomes (e.g. senior citizens)
- ☐ Customers requiring medical equipment
- ☐ Other, please explain or attach supporting materials or documentation:

  Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_B5_other'.

  _____

  _____

  _____

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Question Guide:

Utilities should make sure that their energy savings programs target a wide range of customers, including residential, commercial, and industrial areas. This question is also asking about any hard-to-reach, underserved, or high bill customers. An example of an energy savings program that targets hard-to-reach customers is low-income residential weatherization program that provides financial incentives for insulation. Marketing efforts specifically targeting hard-to-reach or undeserved customers can be applied to this question.

If you select 'Yes' for the first question, the number of points you will receive depends on the number of boxes checked in the last part of the question. Please note that if you select 'No' for the first question 'Do your energy savings programs target specific customer segments, such as those that are underserved or hard to reach?', you will not receive any points for the entire question.

Hard-to-reach Customer Programs	**Points (maximum = 5)**
5 boxes or more checked	5
4 boxes checked	4
3 boxes checked	3
2 boxes checked	2
1 box checked	1
0 boxes checked	0

Question II.B.6 E-mobility Programs

Does your utility currently offer e-mobility programs?

- ☐ Yes
- ☐ No

If **yes**, what e-mobility programs does your utility currently offer? Check all that apply.

- ☐ E-mobility rebate (e.g., electric vehicles (EVs), electric bikes, electric buses, electric forklifts, etc.)
- ☐ Residential charging station rebate
- ☐ Commercial and/or multifamily charging station rebate
- ☐ Discounted/free charging
- ☐ EV building codes
- ☐ Utility-owned public charging stations
- ☐ Electric vehicle education and outreach for customers (e.g. ride and drive events)
- ☐ Electric vehicle engagement and outreach to car dealers or manufacturers
- ☐ Demand response coordinated charging and/or discharging (e.g., TOU rates, customer notifications, vehicle-to-grid (V2G) program, etc.)
- ☐ Electric vehicle fleet support (e.g. make ready work for infrastructure to support private charging stations for customers/utility)
- ☐ Online EV resources and tools
- ☐ Other _____

Question Guide:

The growth of electro mobility (e-Mobility) creates new opportunities for utilities that are providing the electricity needed to power vehicles. E-mobility rebate includes rebates for electric vehicles (EVs), electric bikes, electric buses, electric forklifts, etc. Utilities can bolster EV use by building new charging stations, providing rebates and incentives for residential and commercial charging stations, and providing electric vehicle education and outreach for customers. A good starting point may be creating an electric vehicle blueprint for your community. APPA offers various resources on electric vehicle markets and opportunities, including a hands-on guide that walks public power utilities through the steps in creating a strategy, planning, and executing an electric vehicle program in their community. More information about EV resources can be found at: https://www.publicpower.org/topic/electric-vehicles. Utilities should check all the electrical vehicle programs it currently provides.

E-mobility Programs	**Points (maximum = 4)**
4 or more boxes checked	4
3 boxes checked	3
2 boxes checked	2
1 box checked	1
0 boxes checked	0

Question II.B.7 Battery Storage Programs

Does your utility offer battery storage programs or initiatives?

- ☐ Yes
- ☐ No

If **yes**, which battery storage programs or initiatives does your utility offer? Check all that apply.
Note: If your utility has run battery storage pilot programs during the last two years, you can select the corresponding checkboxes for those pilots.

- ☐ Promoting battery-enabled infrastructure or running feasibility studies (e.g., interconnection agreement, accommodative building codes, etc.)
- ☐ Education for customers and/or vendors
- ☐ Battery storage incentives
- ☐ Utility-owned battery lease program
- ☐ Supply-side battery storage/community storage program

☐ Other _____

Question Guide:

Energy storage technology has the potential to allow utilities to optimize their assets and energy use without investing in new infrastructure. Batteries currently dominate industry discussions around energy storage due to the growing capabilities of lithium-ion batteries. There are many battery storage programs and initiatives utilities can provide to customers. Battery storage rebates can incentivize customers with solar panel systems to install home batteries that will store their excess solar power. Battery lease programs allow customers to lease batteries for their homes and electric vehicles. Some utilities may provide a standard battery interconnection agreement to enable battery generating or storage infrastructure for their customers. Utilities should check all the battery storage programs and initiatives it currently offers. If a utility has run battery storage pilot programs during the last two years, it can select the corresponding checkboxes for those pilots.

Battery Storage Programs	**Points (maximum = 4)**
4 boxes or more checked	4
3 boxes checked	3
2 boxes checked	2
1 box checked	1
0 boxes checked	0

Question II.B.8 Distributed Generation Programs

Does your utility offer distributed generation programs or initiatives (e.g., residential or utility/community-owned solar, fuel cells, wind, etc.)?

Note: This question is asking about your distributed resources, not central power plant resources. It does not refer to a utility base load generation located in town or diesel backup generation. The program/initiative must be on a customer site serving customers only.

☐ Yes

☐ No

If **yes**, which distributed generation programs or initiatives does your utility offer? Check all that apply.

Note: If you already included energy storage programs in Question II.B.2, you cannot double count this program here.

- ☐ Customer-owned program
- ☐ Incentivized rate structure
- ☐ Community-owned
- ☐ Utility-owned/distributed
- ☐ Other, please explain or attach a description or documentation:
  Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_B8_other'.
  _____
  _____
  _____

Question Guide:

Distributed generation utilizes small-scale technologies to produce electricity close to the end user. This question is asking about the existence of a dynamic system based on pricing that works in tandem with the utility system, not about emergency generation. Specifically, customer-owned distributed generation systems such as residential solar panels, small wind turbines, and natural gas fuel cells provide customers with cleaner and more reliable power on site without passing through a meter. Incentives for these customer-owned resources can be counted in the "Customer owned program" checkbox. In addition, utilities may offer fuel cell or renewable energy incentives to reduce the energy consumption required to meet the electricity demand. Renewable energy-based or fuel cell incentives are designed to reduce customers' energy costs when they meet or exceed specific energy reduction standards set by the utilities. Furthermore, a utility can also provide a customer net metering or net billing program/incentive, which allows customers who have installed a form of small-scale distributed generation to be credited on their bills for any excess power fed back to the grid – these programs would fall under the "Incentivized rate structure" checkbox. A community-owned (or "shared") distributed generation allows customers to collectively invest in a renewable, clean energy system and receive financial credit for their share of the electricity generated. The most common type of community-owned program are solar and wind farms. Additionally, a utility can own and operate a large-scale rooftop solar system, which would be considered a utility-owned or distributed energy system. Even public outreach and education about distributed energy resources (DERs) can serve as an example of a distributed generation program in the "Other" checkbox. Ultimately, this question is asking if a utility facilitates or incentivizes the installation of renewable DERs.

To answer this question, a utility should check all the distributed generation programs they currently offer. If a utility selects 'other' option, please describe or attach supporting materials or documentation of 'other' distributed generation program(s). Please note – if you already included energy storage programs as a 'Dispatchable energy storage' or 'Other' answer in Question II.B.2, you cannot double count these programs in this question as well.

Distributed Generation Programs	**Points (maximum = 7)**
3 boxes or more checked	7
2 boxes	5
1 box checked	3
0 boxes checked	0

***Note**: If you select the 'other' option and elect to attach supporting materials rather than write a description in the text box, please write 'See attachment' in the text box. For each attachment, please name the file 'utility name_B8_other'.*

III. Environmental and Sustainability Programs/Initiatives

The following is a sequential, question-by-question review of the SEP application's Environmental and Sustainability Programs/Initiatives Section. Each question in this section is explained, and the scoring rubric is outlined.

Question III.C.1 Sustainability Programs

Does your utility currently offer or support environmental/sustainability-related programs?

☐ Yes
☐ No

If **yes**, which types of environmental and sustainability programs does your utility currently offer? Check all that apply.

☐ Renewable energy supply acquisition program (utility scale)
☐ Landscaping/tree planting program
☐ Sustainability reporting

- ☐ Informational/educational program
- ☐ Voluntary green pricing
- ☐ Electronic waste program (e.g., appliances, lights)
- ☐ Paperless billing
- ☐ Other, please explain or attach a description or documentation:
  Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_C1_other'.

  _____
  _____
  _____

Question Guide:

Sustainability programs offer utilities a method of analyzing their performance in reducing impacts to the environment. Utilities often implement these programs to follow through with the proper balance of commitments to economy, environment, and the community for their operations. Major environmental/sustainability programs include:

- Renewable energy supply acquisition program (utility scale)
- Landscaping/tree planting program
- Sustainability reporting
- Informational/educational program
- Electronic waste program (e.g., appliances, lights)
- Voluntary green pricing
- Paperless billing

Through these programs, utilities may set sustainability goals, track use of energy resources, assess performance, develop sustainable improvements to operation systems, and/or publish an annual report on the findings. If you select the 'other' option, please provide a description or attachment on how it is a type of environmental and sustainability program.

Sustainability Programs	**Points (maximum = 7)**
3 boxes or more checked	7
2 boxes checked	5
1 box checked	3

0 boxes checked	0

***Note**: If you select the 'other' option and elect to attach supporting materials rather than write a description in the text box, please write 'See attachment' in the text box. For each attachment, please name the file 'utility name_C1_other'.*

Question III.C.2 Organizational Collaboration

Do staff and leaders from your electric utility collaborate with other infrastructure service providers (gas, water, wastewater, transportation, school districts, government, etc.) to optimize/improve environmental performance?

☐ Yes
☐ No

If **yes**, please describe or attach supporting materials, examples, or documentation of your collaboration(s) with other organizations.
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_C2_document title'.

_____
_____
_____
_____

Question Guide:

The electric utility should collaborate with other infrastructure service providers to the extent it can improve overall environmental performance within its community. Collaboration increases local participation in utilities' sustainability programs and initiatives by allowing for joint implementation, marketing, and funding efforts. An example of collaboration that creates efficiency includes coordinating multiple utilities in infrastructure upgrade and repair efforts. For instance, an electric utility may work with the department of public works to improve the efficiency of sewer systems and electric load efficiency or profile. Cross-organizational and intra-organizational collaboration should benefit customers and the utility and relate to the organization's smart energy program(s).

Utilities should describe or attach supporting materials, examples, or documentation of their collaboration(s) with other infrastructure service providers.

Organizational Collaboration	**Points (maximum = 4)**

Yes (with description/attachment)	4
No	0

***Note**: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_C2_document title'.*

Question III.C.3 Non E-mobility Electrification

Does your utility have an initiative to promote environmentally beneficial electrification (e.g. to reduce emissions)?

☐ Yes
☐ No

If **yes**, which electrification initiatives does your utility offer? Check all that apply.
Note: Electric transportation does not count for this question.

☐ Heat pumps
☐ Water heaters (resistive and heat pump)
☐ Residential cooktops (resistive and induction)
☐ Industrial applications
☐ Commercial food service equipment
☐ Yard/property care
☐ Other, except E-mobility. Please explain or attach a description or documentation:
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_C3_other'.

_____
_____
_____

Question Guide:

Environmentally beneficial electrification is about replacing the power source for items from a fuel such as gas with electricity with the end goal of reducing emissions. With the deployment of electric heat pumps, fuel switching, and other electronic technologies, electrifying end use energy has great potential to increase environmental efficiency by reducing overall emissions. Promoting electrification initiatives or programs might also improve the use of utilities' assets by reducing overall energy and operating costs for customers. Examples of promotions of electrification on the customer side include clothes dryers yard/property care, and ovens. Utilities should check all the electrification technology that it currently offers.

Electrification	Points (maximum = 4)
3 boxes or more checked	4
2 boxes checked	3
1 box checked	2
0 boxes checked	0

Question III.C.4 Emissions Tracking

Does **your utility** track greenhouse gas (GHG) emissions from the energy delivered to customers? This includes emissions from utility owned generation and purchased power.

☐ Yes
☐ No

If **yes**, please describe or attach how your GHG emissions are determined. This should cover the following questions: Where are your emissions coming from? How much of these emissions come from your utility's installations/equipment? How much of the emissions are from purchased power? How are emissions adjusted to reflect renewable energy certificates (purchase, retirement, and/or sale)? In addition, provide an example of how you report your GHG emissions.

Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_C4_document title'.

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If **yes**, please list any organizations (local, national, or international) or stakeholders to which **your utility** reports greenhouse gas emissions.

_____
_____

Question Guide:

By keeping track of greenhouse gas emissions (GHG), utilities can assess the emission footprint associated with the energy delivered to customers and communicate this information to their

communities. Gases considered GHGs include CO_2, CH_4, N_2O, SF_6, NF_3, PFCs, and HFCs.[2] Utilities should describe or attach how your GHG emissions are determined. This description or attachment should cover the following questions: Where are your emissions coming from? How much of these emissions come from your utility's installations/equipment? In addition, utilities should provide an example of how they report their GHG emissions tracking.

- The EPA's Emissions & Generation Resource Integrated Database (eGRID) is a simple resource that utilities can use to find emissions information.

Emissions Tracking	**Points (maximum = 4)**
Yes (with description/attachment)	3
Yes, utility reports to local, national, or international organziations or stakeholders	1
No	0

***Note**: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_C4_document title'.*

Question III.C.5 Emissions Savings

Does **your utility** evaluate greenhouse gas (GHG) emissions savings resulting from your "smart energy" programs?

☐ Yes
☐ No

If **yes**, please describe or attach how GHG emissions savings are determined for your smart energy programs. Please show supporting materials, examples, or documentation on what you follow for this step. In addition, provide an example of how **your utility** reports GHG emissions savings.
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_C5_document title'.

_____
_____
_____
_____
_____

[2] https://www.epa.gov/ghgemissions/overview-greenhouse-gases

If **yes**, please list any customer groups, organizations, or other stakeholders with whom **your utility** shares your emissions savings results and benefits.

_____

_____

Question Guide:

Utilities should track greenhouse gas (GHG) emission savings from their smart energy programs. Tracking GHG emission savings provides utilities a valuable metric that can inform customers and other stakeholders about the emission benefits of smart energy programs. A utility should describe or attach how GHG emissions savings are determined for your smart energy programs. Please also show supporting materials, examples, or documentation on what general steps a utility follows to determine and evaluate their GHG emissions savings. In addition, utilities should provide an example of how they report their GHG emissions savings results and benefits.

- The EPA's Emissions & Generation Resource Integrated Database (eGRID) is a simple resource that utilities can use to find emissions information.

Emissions Savings	**Points (maximum = 4)**
Yes (with description/attachment)	3
Yes, utility reports to local, national, or international customer groups, organizations, or stakeholders	1
No	0

***Note**: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_C5_document title'.*

IV. Communication/Education and Customer Experience

The following is a sequential, question-by-question review of the SEP application's Communication/Education and Customer Experience section. Each question in this section is explained, and the scoring rubric is outlined.

Question IV.D.1 Stakeholder Involvement

Does your utility involve internal/external stakeholders in developing "smart energy" goals and/or plans for your utility?

☐ Yes
☐ No

If **yes**, please describe or attach supporting materials, examples, or documentation of how you involve stakeholders, which stakeholders are involved, and how these stakeholders are involved.
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_D1_document title'.

_____
_____
_____
_____
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If **yes**, does your utility seek equitable solutions by engaging diverse and underserved customers in developing "smart energy" goals and/or plans?

☐ Yes
☐ No

If **yes**, please describe how your utility is engaging diverse and underserved customers in this process:

_____
_____
_____
_____

Question Guide:

Stakeholder involvement is a key part of planning and developing smart energy programs. Your utility should involve internal and/or external stakeholders to investigate what social and environmental issues they consider to be most important to inform utility decisions. Examples of internal stakeholders include your utility's power supply and distribution teams.

Utilities should describe or attach supporting materials, examples, or documentation of how they involve internal/external stakeholders in developing "smart energy" goals and/or plans for the utility.

Utilities should seek equitable solutions by engaging diverse and underserved customers in developing "smart energy" goals and/or plans for the utility.

Stakeholder Involvement	Points (maximum = 4)
Yes (with description/attachment)	2
Yes, utility engages diverse and underserved customers in developing smart energy goals and/or plans (with description)	2
No	0

***Note**: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_D1_document title'.*

Question IV.D.2 Communication

Does your utility communicate your "smart energy" efforts to the community?

- ☐ Yes
- ☐ No

If **yes**, which groups or organizations does your utility engage?

- ☐ Governing boards/elected officials
- ☐ Customers
- ☐ Utility/city staff
- ☐ Community leaders
- ☐ Civic groups
- ☐ Schools
- ☐ Home Owners Associations (HOAs)
- ☐ Trade allies and contractors
- ☐ Other _____

If **yes**, which methods are used to engage and communicate? Check all that apply for programs from any rate or customer class.

- ☐ Pamphlets/flyers
- ☐ School programs
- ☐ Bill stuffers/messaging
- ☐ Booth events
- ☐ Board reports
- ☐ Social media
- ☐ Media (press release, newspaper, television)
- ☐ Mobile App
- ☐ Website
- ☐ Email/newsletters
- ☐ Paid advertisements
- ☐ Other _____

Question Guide:

A utility should communicate its policy, procedures, and programs with the community it serves. Suggested groups could include, but are not limited to, governing boards/elected officials, customers, staff, civic groups, schools, and Homeowners associations (HOAs). A utility should check all the communication methods it currently uses and which community groups it engages.

Communication	**Points (maximum = 4)**
Types of Groups Engaged	
4 boxes or more checked	2
3 boxes checked	1.5
2 boxes checked	1
1 box checked	0.5
0 boxes checked	0
Methods Used	
5 boxes or more checked	2
3 or 4 boxes checked	1.5
2 boxes checked	1
1 box checked	0.5
0 boxes checked	0

Question IV.D.3 Customer Satisfaction

Does your utility evaluate customer satisfaction specifically for any of its "smart energy" program elements?

- ☐ Yes
- ☐ No

If **yes**, please describe or attach utility-specific supporting materials, examples, or documentation of how customer satisfaction information is collected and utilized. Highlight which elements/results/questions are directly related to your utility's smart energy programs. **DO NOT** just provide general customer satisfaction. Please explain how supporting materials, examples, or documentation relate to smart energy program elements.
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_D3_document title'.

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_____
_____
_____

Question Guide:

A utility should evaluate customer satisfaction for all of its smart energy programs to ensure programs are meeting customer needs and expectations. Customer feedback surveys are one way to gauge customer satisfaction and collect information that can be used to improve customer experience. A utility should describe or attach utility-specific supporting materials, examples, or documentation of one or more methods it uses to collect and evaluate customer satisfaction. **If your utility conducts a customer satisfaction survey or the survey is conducted through a third party, please attach a copy of the survey that references any smart energy programs or initiatives**. Please highlight which elements/results/questions cover smart energy programs. DO NOT just provide general customer satisfaction.

Customer Satisfaction	**Points (maximum = 4)**
Yes (with description/attachment)	4
No	0

***Note**: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_D3_document title'.*

Question IV.D.4 CSR Training

Do you offer training to customer service representatives (CSRs) on how customers' behaviors affect their energy consumption? (e.g., thermostat setting, heating/cooling days)
Note: This training must be for employees that work directly with customers and must have been done within the last two years (May 1, 2022 – April 30, 2024).

☐ Yes

☐ No

If **yes**, please describe or attach supporting materials, examples, or documentation of CSR training specific to your smart energy programs.
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_D4_document title'.
_____
_____
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Question Guide:

Customer Service Representatives (CSRs) directly interact with customers every day, and it is important that CSRs are well-trained and knowledgeable about customers' behavioral response to smart energy programs, whether on the demand or supply side. CSRs mainly oversee billing or payments, but CSRs can also be any operations or management level employees, as long as they interact with customers. A utility should offer CSR training to different types of customer bill and other responses in order to improve its customers' experience in these programs. This training can be dedicated training, or on-going training that occurs as part of regularly scheduled meetings.

Utilities should describe or attach supporting materials, examples, or documentation of one or more examples of CSR training specific to their smart energy programs, if they answer yes.

CSR Training	**Points (maximum = 5)**
Yes (with description/attachment)	5
No	0

***Note**: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_D4_document title'.*

Question IV.D.5 Customer Access to Usage Data

Does your utility help customers better understand and manage their utility bill through easy access to their energy usage data?

☐ Yes
☐ No

Question Guide:

Utilities should strive to make information more available and transparent for their customers. Giving customers access to their energy usage data allows them to better manage their energy consumption and change their energy habits. In this question, utilities should indicate if they give their customers access to their energy usage data. Examples of this usage data include customers' baseline energy use, weather normalization, and hourly interval data.

Customer Access to Usage Data	**Points (maximum = 1)**
Yes	1
No	0

Question IV.D.6. Non-utility Funded Tax Credits and Incentives

Does your utility promote federal, state, or local **non-utility** funded tax credits and/or incentives?

☐ Yes
☐ No

If **yes**, please describe or attach supporting materials, examples, or documentation of your federal, state, or local non-utility funded tax credits and/or incentives:
Note: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box below. For each attachment, please name the file 'utility name_D6_document title'.

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Question Guide:

To encourage customers to participate in smart energy programs, a utility should promote federal, state, or local **non-utility** funded tax credits and/or incentives.

Tax credits and incentives help to reduce the cost of energy upgrades and can increase the number of customers participating in a utility's smart energy programs. These can be used in conjunction with utility incentives for a more attractive offering but can also be promoted by the utility to encourage energy efficiency upgrades even when no utility incentive is present for a specified measure.

A utility should describe or attach supporting materials, examples, or documentation of any promotion of federal, state, or local **non-utility** funded tax credits and/or incentives it has done. Please make a note that this question is asking for promotion of these tax credits and incentives during the designation period, which is two years.

Non-utility Funded Tax Credits and Incentives	**Points (maximum = 1)**
Yes (with description/attachment)	1
No	0

***Note**: Please write "See attachment" if you elect to attach supporting materials rather than write a description in the text box. For each attachment, please name the file 'utility name_D6_document title'.*

Scoring Criteria Summary

Section	Question	Subject of Question	Maximum Point Value
Smart Energy Information	A1	Goals and Objectives	7
	A2	Research and Development	5
	A3	Financing Options	2
	A4	Benchmarking	5
	A5	Equity Programs	2
Energy Efficiency and Distributed Energy Resources	B1	Supply-side Programs	3
	B2	Demand Response Programs	4
	B3	Dynamic Pricing/Time Varying Options	2
	B4	Demand-side Energy Efficiency Programs	8
	B5	Hard-to-reach Customer Programs	5
	B6	E-mobility Programs	4
	B7	Battery Storage Programs	4
	B8	Distributed Generation Programs	7
Environmental and Sustainability Programs/Initiatives	C1	Sustainability Programs	7
	C2	Organizational Collaboration	4
	C3	Non E-Mobility Electrification	4
	C4	Emissions Tracking	4
	C5	Emissions Savings	4
Communication/ Education and Customer Experience	D1	Stakeholder Involvement	4
	D2	Communication	4
	D3	Customer Satisfaction	4
	D4	CSR Training	5
	D5	Customer Access to Usage Data	1
	D6	Non-utility Funded Tax Credits and Incentives	1