



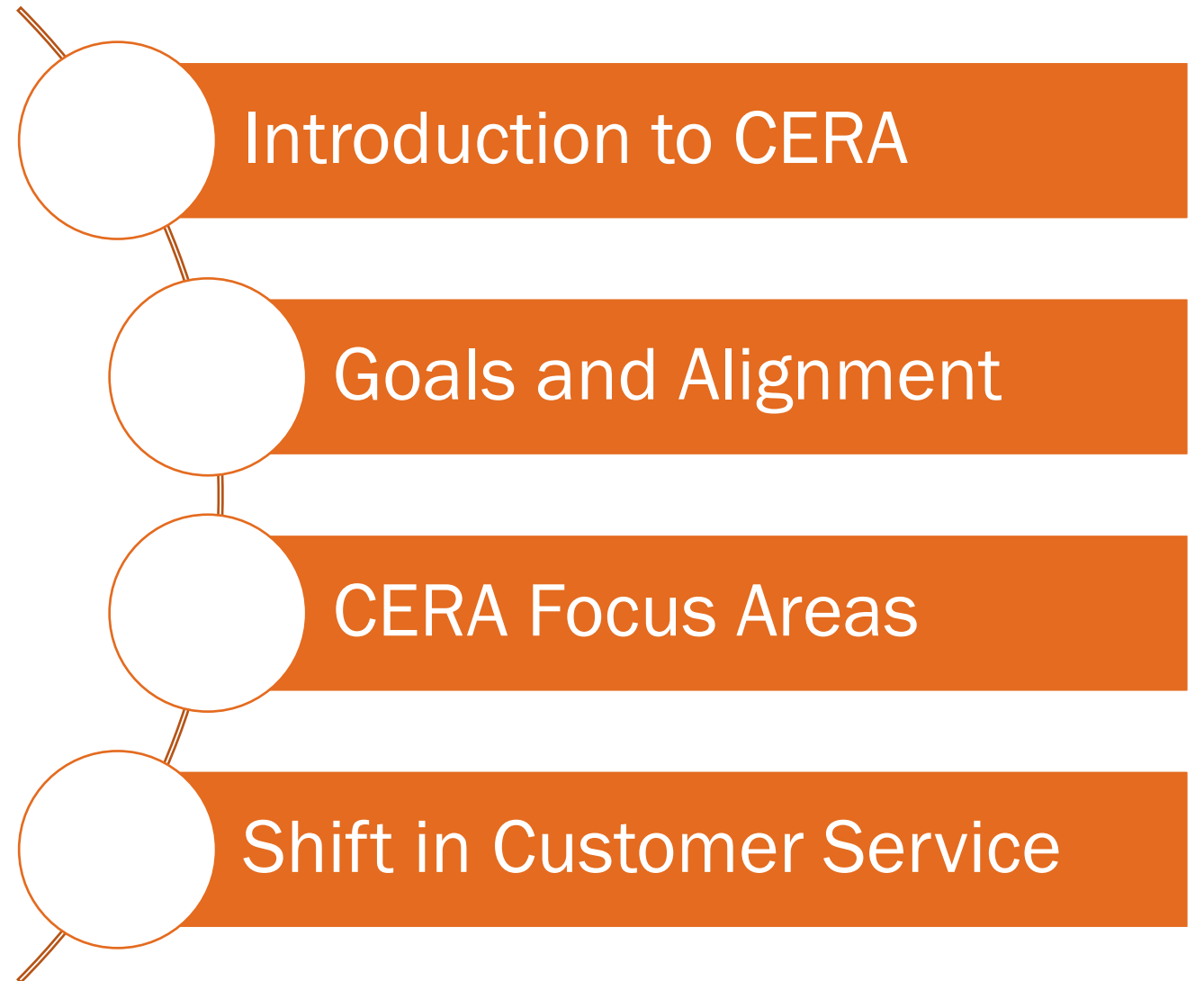
# Products & Services Update

## Customer Engagement in Resource Adequacy (CERA)

Committee Meeting

August 13, 2024

# Content



# Intro to Customer Engagement in Resource Adequacy (CERA)

## What is it?

- Engaging customers in energy-related, money-saving programs
- Reducing the resources OPPD needs to secure

## Why Now?

- Customer's energy-related needs for their lives and businesses are changing
- FERC 2222 creates competition for customer capacity resources

## Expected Outcomes

- Help customer's reduce energy usage and OPPD's need to build more generation
- Reduce risk of losing RA by offering competitive solutions
- Increase customer satisfaction and engagement with all customer classes

# What's the goal?

CUSTOMERS WANT TO.....

Grow to meet  
business needs



Support and  
enable thriving  
communities

Reduce the cost of  
buying energy



Meet customer  
needs in an  
affordable way

Find more efficient  
ways to power  
business



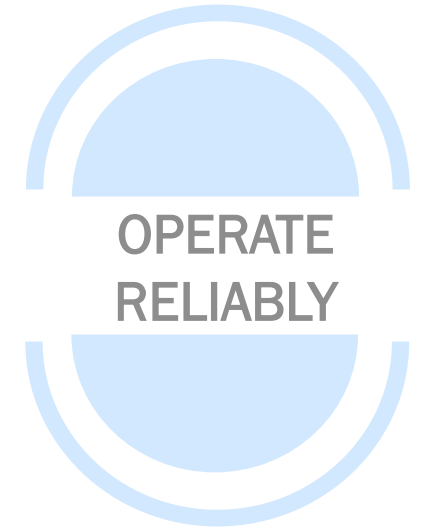
Enable customers  
save money,  
reduce capacity  
needs

Meet company  
sustainability goals



Meet decarbonization  
goals

Be able to count on  
reliable services



Serve customers in a  
way they can count on

OPPD WANTS TO.....






# How do we improve Resource Adequacy through Customer Engagement?

# Virtual Power Plant






WHAT IS IT? VPP is comprised of hundreds or thousands of households and businesses offering the latent potential of their thermostats, EVs, appliances, batteries, and solar arrays to support the grid which can be flexibly charged, discharged, or managed to meet grid needs.



## Large or Small Commercial & Industrial

-  Battery Storage
-  Solar Panels
-  Electric Vehicles
-  Smart Thermostats & Devices
-  Mechanical Equipment
-  Back-up Power Generation

## Residential

-  Battery Storage
-  Solar Panels
-  Electric Vehicles
-  Smart Thermostats & Devices
-  Home Generation

# Energy Efficiency



**WHAT IS IT?** Energy efficiency is the use of less energy to perform the same task or produce the same result.

Energy-efficient homes and buildings use less energy to heat, cool, and run appliances and electronics, and energy-efficient manufacturing facilities use less energy to produce goods. This reduces the resource requirements for OPPD and is the long-term solution to customer demand reduction.



# Customer-owned Generation & Storage

## Generation

WHAT IS IT? Customer-owned solar system that sells to OPPD at the distribution level, including sleeving and virtual metering.

## Storage

WHAT IS IT? Customers use battery storage and surplus interconnection capacity on the transmission network to serve their own energy needs.





**How does this change  
our approach and  
relationship with  
Customers?**

# Shifting Focus in Customer Service

## Product and CX Refinement

- Broaden product markets through enhancements and pursue application upgrades to expand product and customer experience capabilities.

## Product Development

- Increased emphasis on speed to market and ensuring new product development meets the needs of multiple customer segments.

## Marketing & Sales

- Drive deeper, broader program adoption and expand external relationships with community partners.

# Refine Relationships with Our Customers

- Account Executive group will focus heavily on understanding broad customer energy goals and the intersection with CERA, offering potential solutions, and facilitating internal collaboration.



- Account Executive group will focus less on operational tasks and will focus more on long-term strategic partnerships.
- Customer Experience and Operations will focus on moments that matter related to CERA.
- Ensure the right CSBU resources are doing the right customer work.

# Grassroots Marketing and Engagement

Grassroots marketing is an approach businesses use to target highly specific audiences. A grassroots marketing approach aims to engage with a smaller audiences and encourage them to promote via word of mouth.





# Questions

