



DTE Energy[®]
Know Your Own Power™

USE LESS.
**SAVE
MORE.**

The Extra Benefits of Energy Efficiency for Utilities and Customers

Presentation at the International Energy Agency Roundtable on Capturing the
Multiple Benefits of Energy Efficiency

October 15, 2013

Vicki Campbell, Director of Energy Efficiency
DTE Energy



- Use energy efficiency to drive customer satisfaction
- Target our marketing to increase awareness/satisfaction and decrease costs
- More satisfied customers lead to lower service costs and better regulatory outcomes

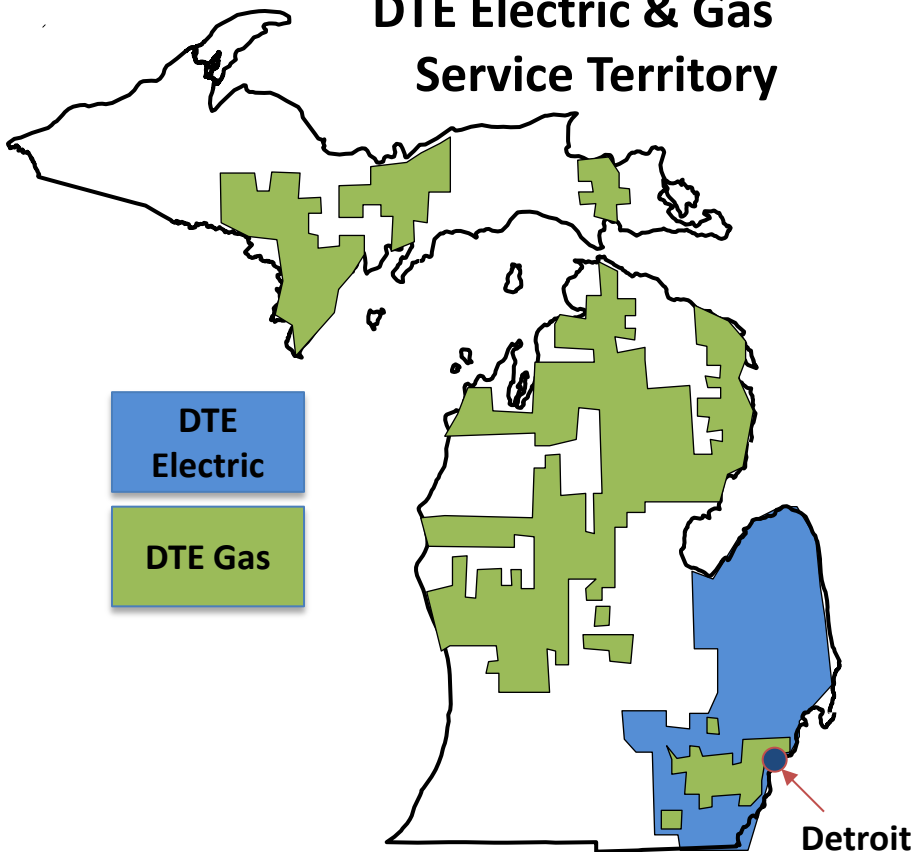
Who We Are



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DTE Electric & Gas Service Territory



DTE Electric

- Tenth largest US electric utility with 2.1 million customers
- 7,600 square mile service territory centered around Detroit
- Approx. \$5 billion in revenue, \$16 billion in assets
- Regulated by the Michigan Public Service Commission (MPSC)

DTE Gas

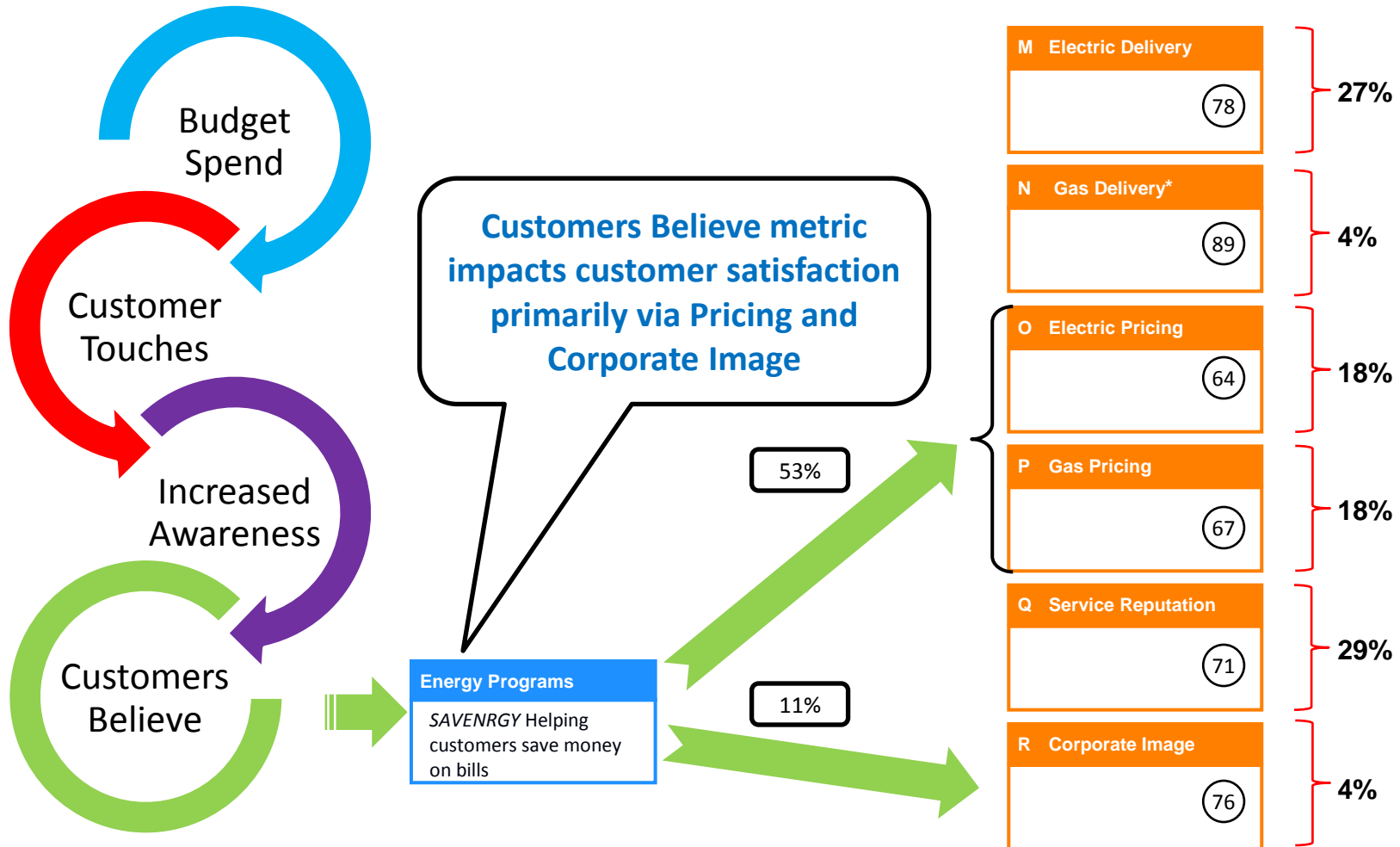
- Eleventh largest US natural gas utility with 1.2 million customers
- 14,700 square mile service territory throughout Michigan
- Significant state regulated gas storage capacity benefits customers (~132 Bcf)
- Approx. \$2 billion in revenue, \$4 billion in assets
- Regulated by the Michigan Public Service Commission (MPSC)

How Energy Efficiency Impacts Customer Satisfaction



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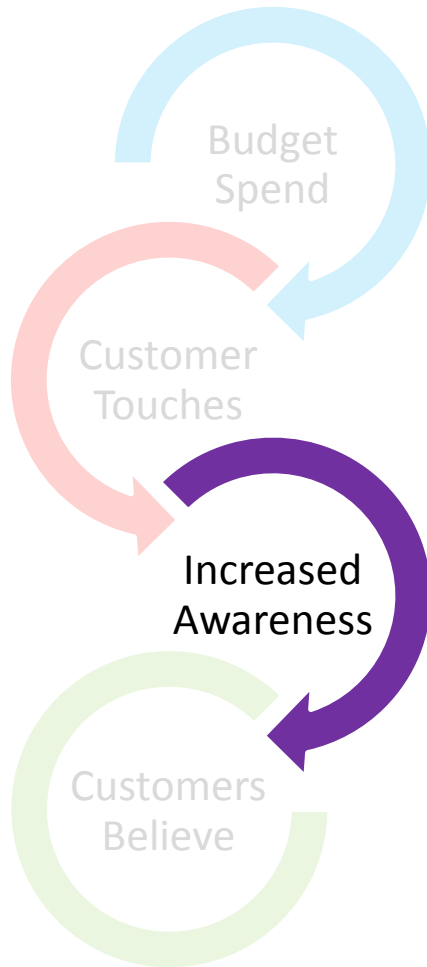


Residential Awareness - Before

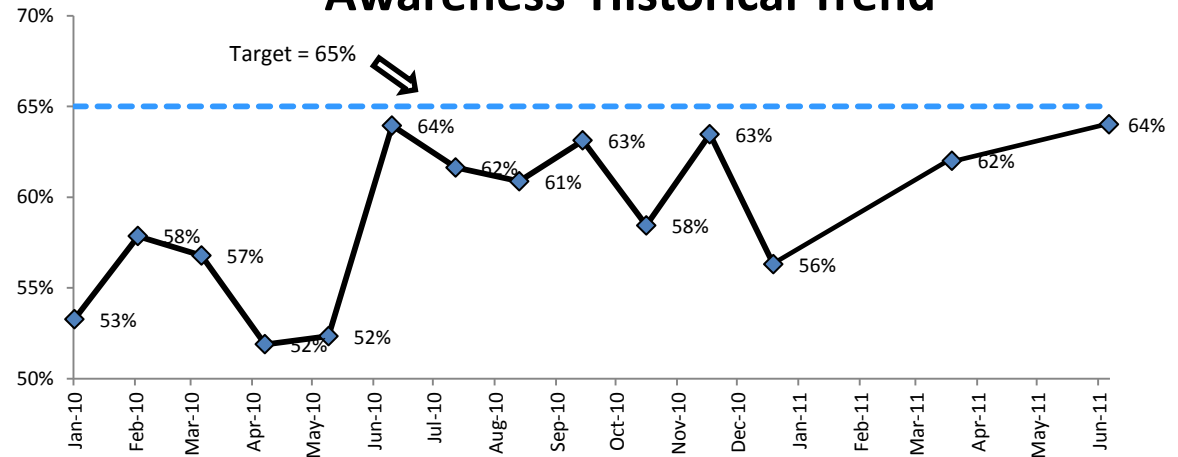


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Awareness Historical Trend



2011 Target	July, 2011 Target	July, 2011 Status	July, 2011 Gap
65%	65%	64%	(1%)



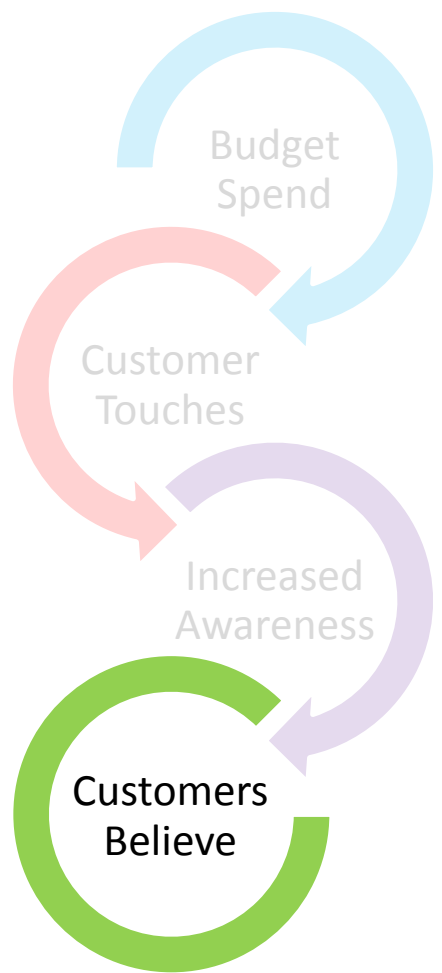
Residential Customers

Believe - Before

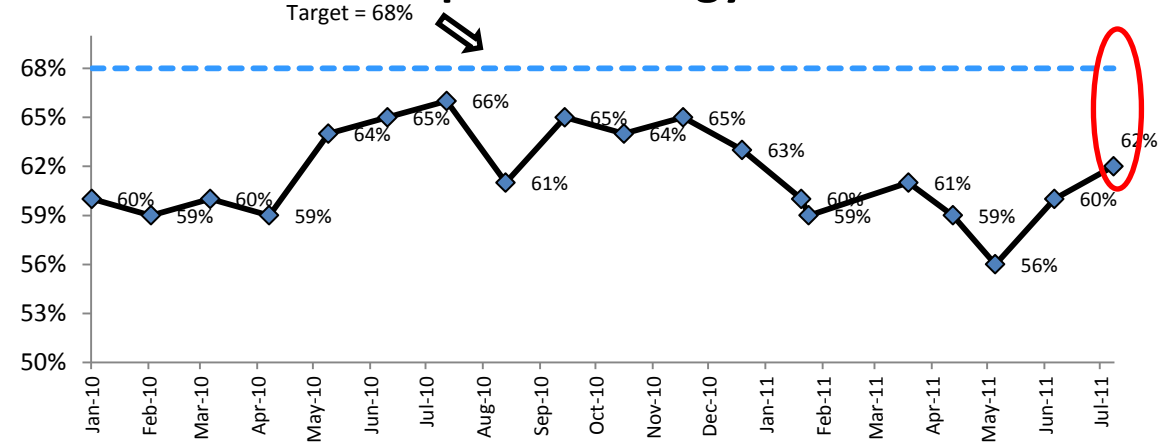


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Help Save Energy Historical Trend



2011 Target	July, 2011 Target	July, 2011 Status	July, 2011 Gap
68%	68%	62%	(6)%



Review Data by Region

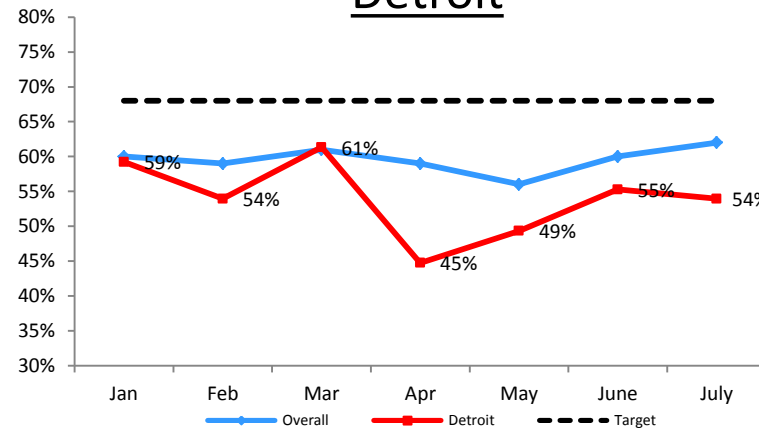


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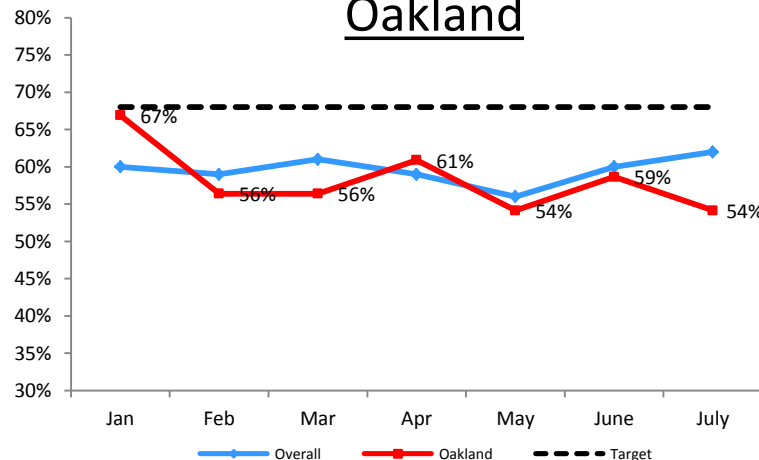
Identify
Target
Customers

Detroit



Gap from
target as high
as 23% in
April

Oakland



Gap from
target as high
as 14% in July

Review Data by Segment

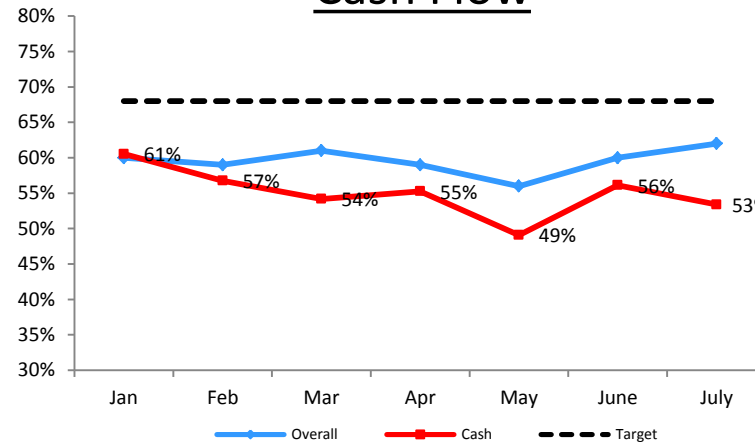


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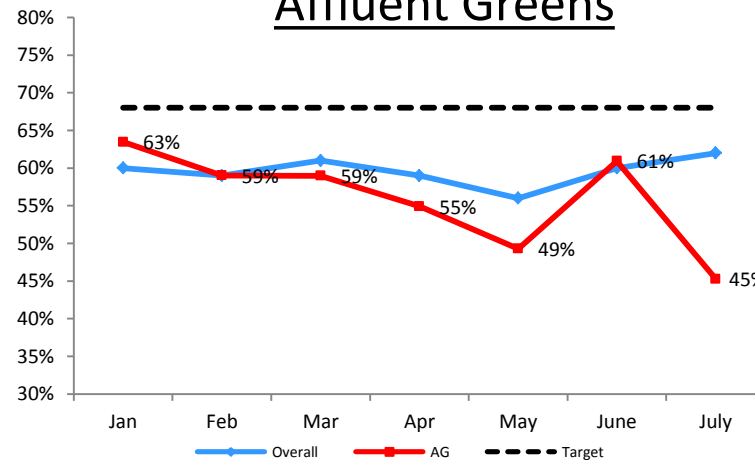
Identify
Target
Customers

Cash Flow



Gap from
target as high
as 15% in July

Affluent Greens



Gap from
target as
high as 23%
in July

Targeted Print Media



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Save energy and money this winter. DTE Energy can show you how!

There are a variety of easy ways you can
save money on your energy bills this winter.
Things as simple as ...

- Unplugging your appliances when they're not in use
- Turning down your thermostat to 68°
- Even better, getting a programmable thermostat can save you about \$180
- Sealing air leaks around doors and windows
- Switching to CFL bulbs – they use 75% less energy than standard bulbs



For even more tips, go to
dteenergy.com/saveenergy



DTE Energy



The Power of Your Community

Shopping tips that **SAVE.**

One of the easiest ways to save energy and money
is to look for the ENERGY STAR® logo when shopping
for appliances and lighting.

- A new ENERGY STAR® qualified washer could save you \$135 each year on your utility bills.
- An ENERGY STAR® qualified programmable thermostat can save up to \$180 per year!
- ENERGY STAR® qualified CFL light bulbs last 10 times longer than incandescent bulbs. Plus, they save about \$44 over the life of the bulb.

Looking for more helpful hints?

Just go to dteenergy.com/saveenergy for all kinds of
shopping tips, information on understanding energy
costs and much more.



Scan this code with your
smart phone to view an
ENERGY STAR®
shopping tips video.



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The Power of Your Community

Detroit Cash Flows

Oakland County Affluent Greens

Targeted E-Mail Blasts



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Save energy. Save money. We can help.



Shopping tips that **SAVE.**



These energy savings tips can help you make simple changes that can have a big impact!

LEARN MORE!

Shop ENERGY STAR
watch the video



Test your Energy Smarts
for a chance to win a pair of Detroit Lions tickets!



Light Every Door



Light Every Door with a discounted energy efficient LED holiday light string and get \$3 off your purchase. [Save now.](#)

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Save energy. Save money. We can help.



Dial Down and Save.

Learn More!

These energy savings tips can help you make simple changes that can have a big impact!



See simple ways to save energy and money!
watch the video



Test your Energy Smarts
for a chance to win a pair of Detroit Lions tickets!



Home Energy Consultation
Save energy. Save money. We can help.

Get DTE Energy's Home Consultation at no cost! Our home energy consultants will visit your home to conduct an energy audit. [Read more.](#)

Targeted Events & Sponsorships

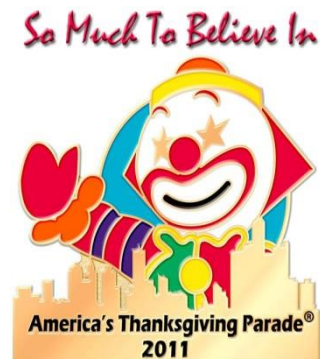


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**detroit
Jazz
FESTIVAL**

*Noel
Night*



**HOLIDAY
EXTRAVAGANZA!**



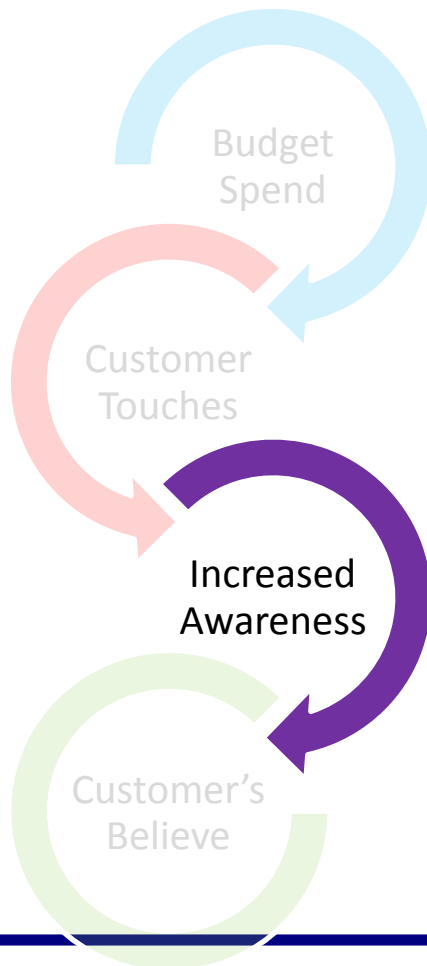
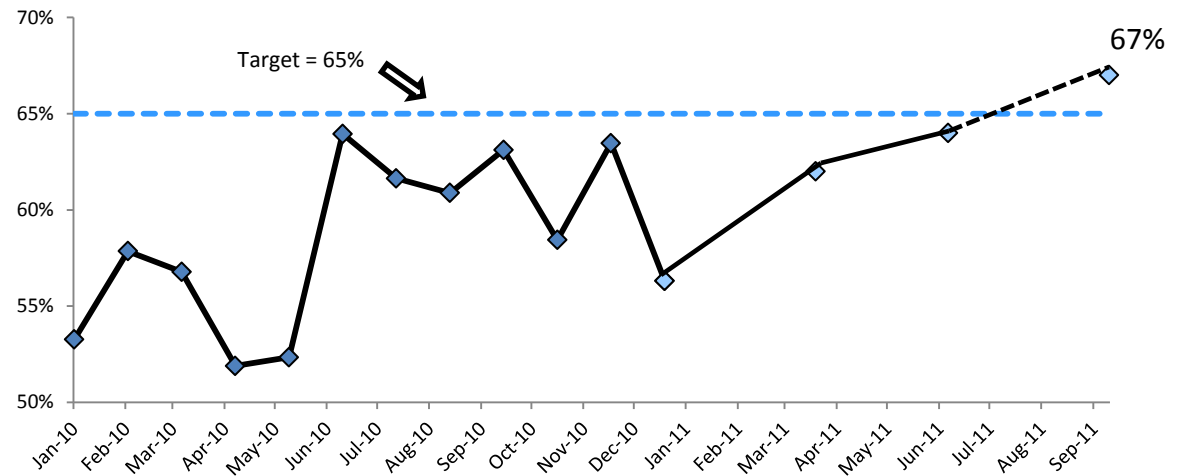
Results - Awareness



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Awareness Trend



2011 Target	YTD Target	YTD Status	YTD Gap
65%	65%	67%	2%

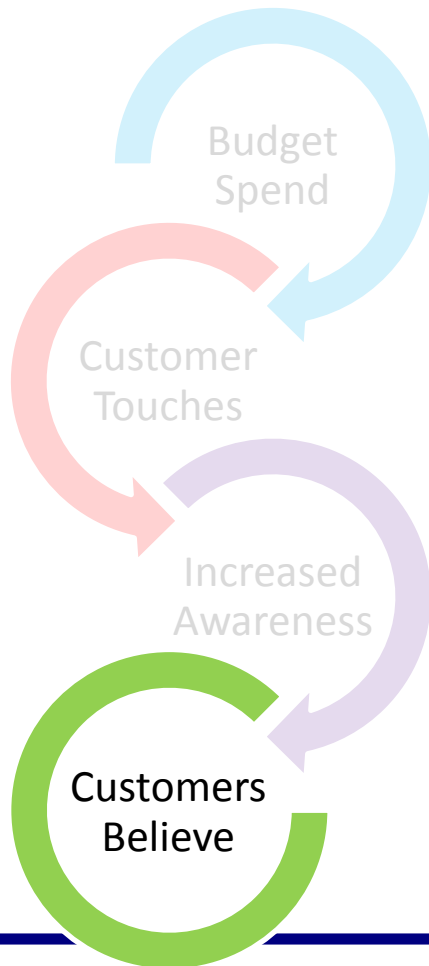


Results – Customers Believe

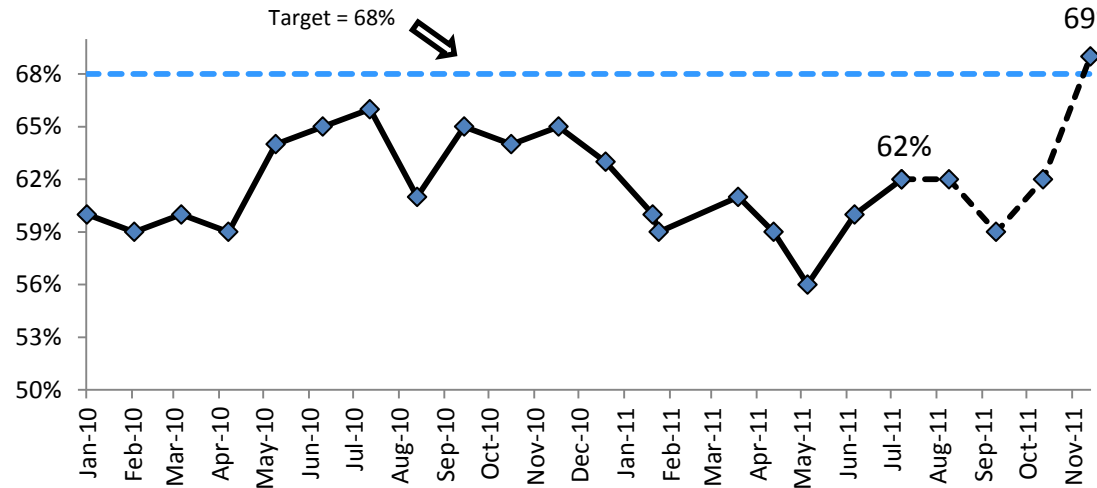


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Help Save Energy Trend



Improvement
of 7 points
from July

2011 Target	YTD Target	YTD Status	YTD Gap
68%	68%	69%	1%



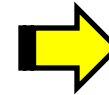
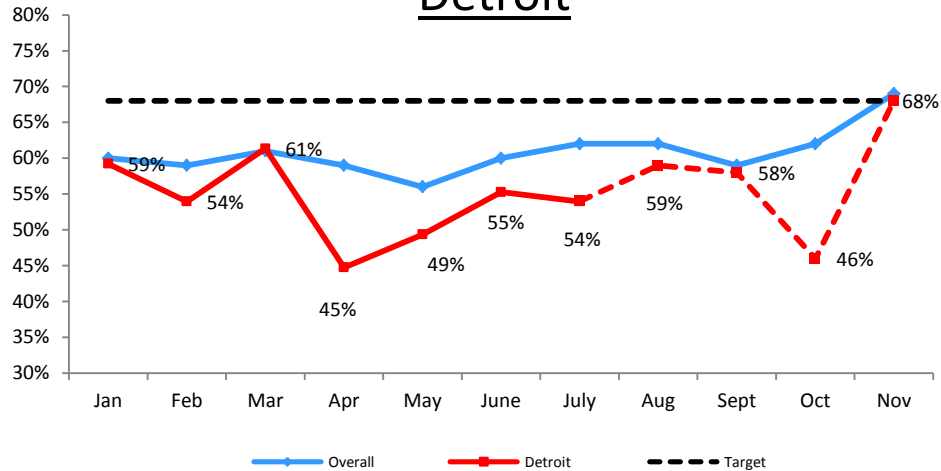
Results: By Region



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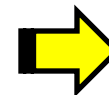
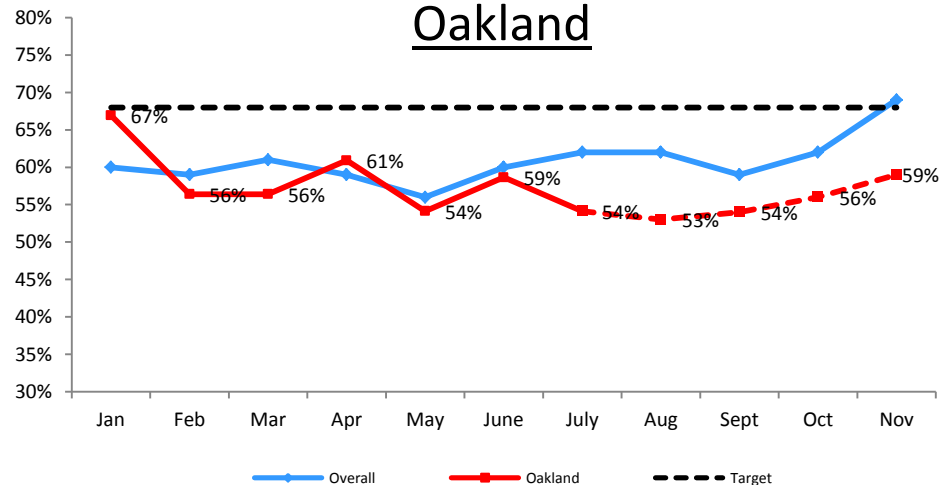
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Detroit



Detroit numbers
improved by 14
points

Oakland



Oakland County saw
an improvement of 5
points

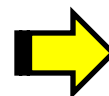
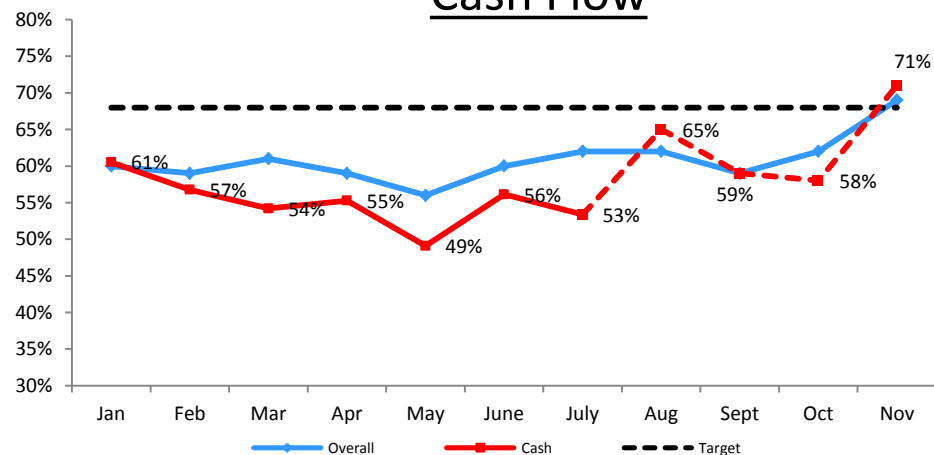
Results: By Segment



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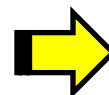
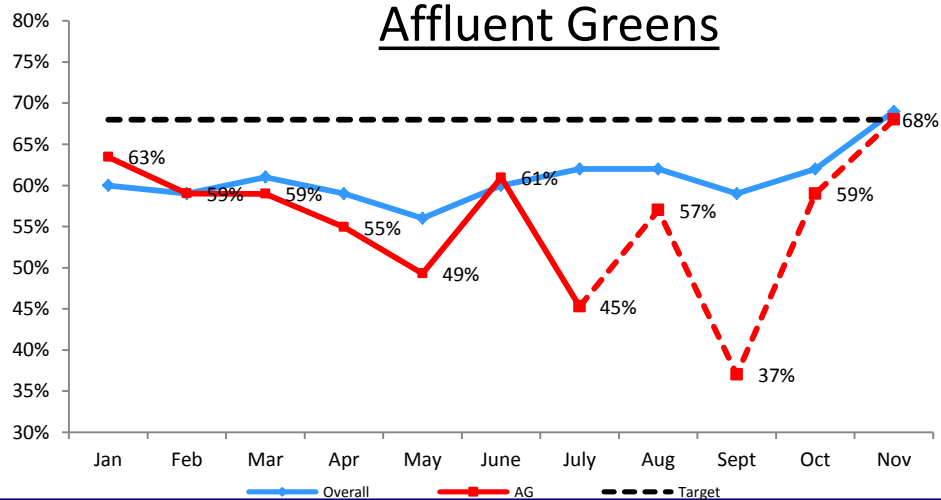
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Cash Flow



Cash Flow
segment numbers
improved by 18
points

Affluent Greens

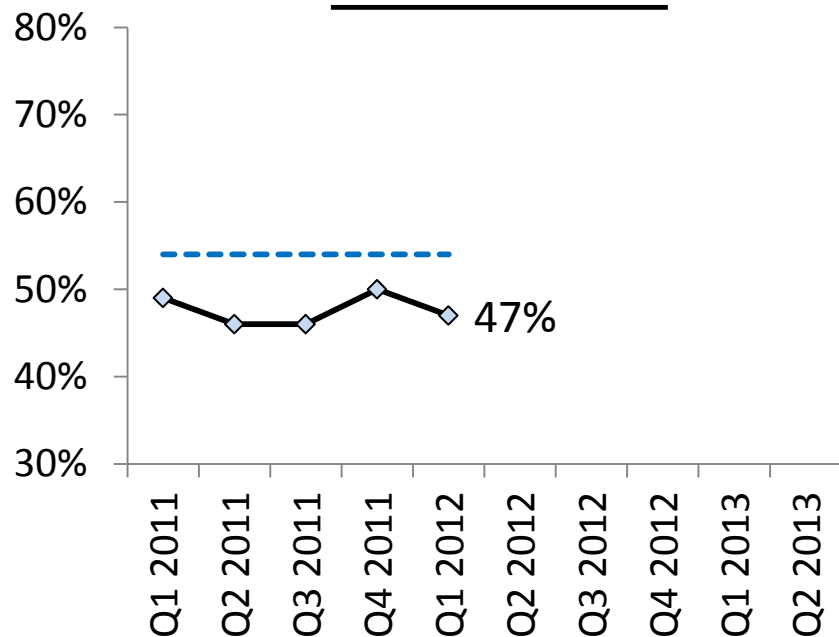


Affluent Greens
segment numbers
improved by 23
points

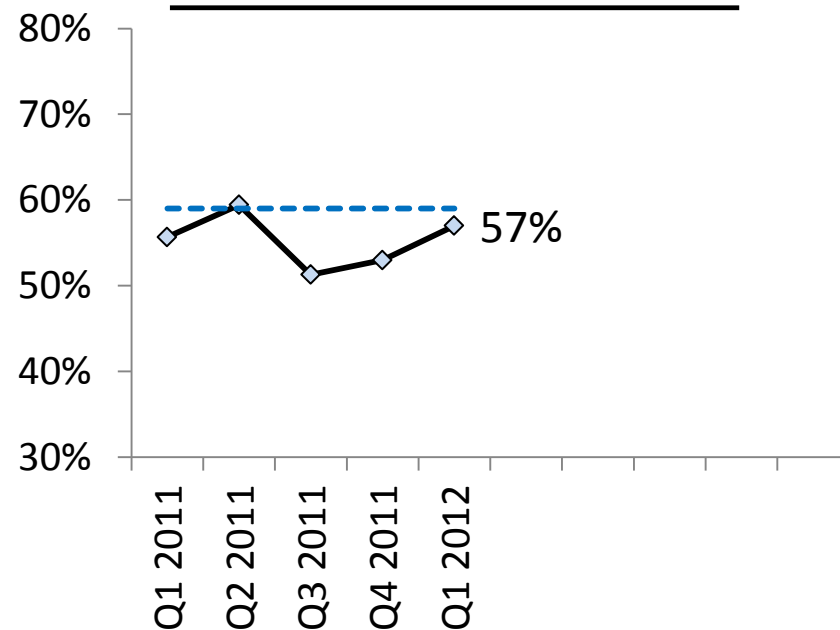


Survey Results

Awareness



Customers Believe



Identifying Target Business Customers



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Business Customer Targeting

Segments	Energy Efficiency Interest	Energy Efficiency Knowledge	Industry Focus
EE Advocates	High	High	Institutions
Tech Leaders	High	High	Institutions, warehousing, food service
Help me Learn	Medium – High	Medium	Heavy Industry, food services, light mfg.
Budget Focused	Medium – High	Low	Food services, warehousing
Leave me alone	Low	Low	Heavy Industry, Light Manufacturing

Overall Recommendation:

- By Segment

- ✓ Help me Learn
- ✓ Budget Focused
- ✓ Tech Leaders (added in 2013)

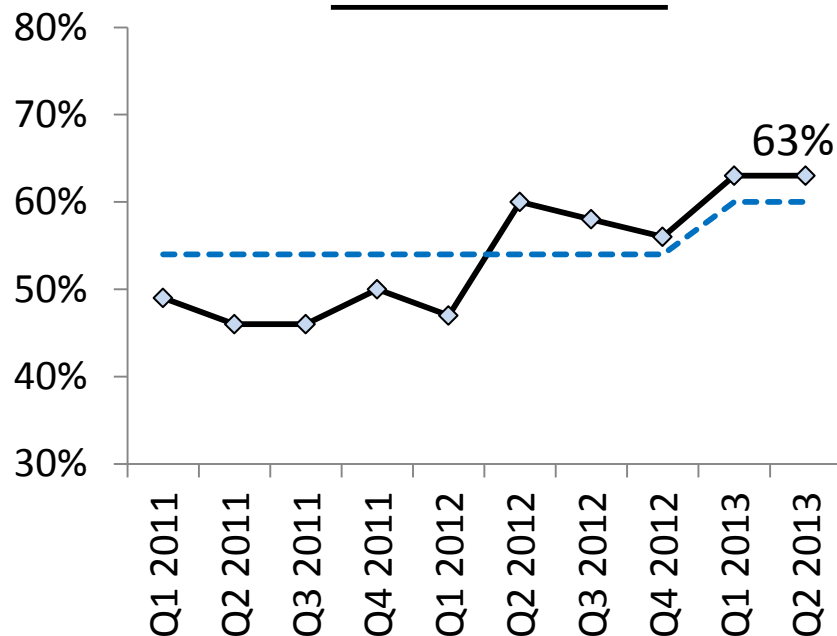
- By Industry

- ✓ Food Services
- ✓ Heavy Industry
- ✓ Light Manufacturing
- ✓ Warehousing
- ✓ Institutions (added in 2013)



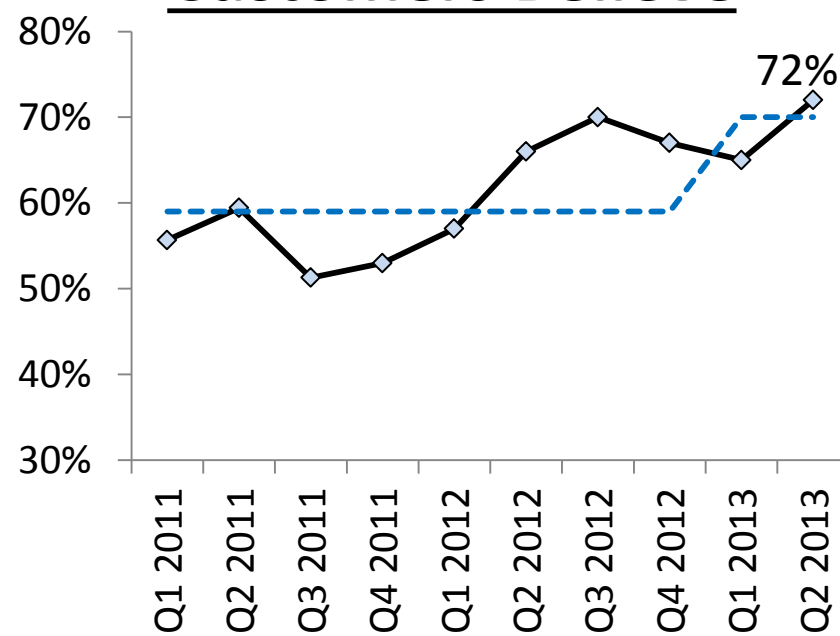
Survey Results

Awareness



2012 Target = 54%
2013 Target = 63%

Customers Believe



2012 Target = 59%
2013 Target = 70%