

GoodCents SELECT

Powered by Technology...
Driven by Economics...
Controlled by the Customer...

Program Overview

Program Highlights

- 6000 Current Participants
- 95% Customer Satisfaction Rating
- <2% Churn Rate
- Ability to Install 360 per Month
- 2004 Goal – 3000 installations
- Moving into Multi-Family and Small Commercial in 2005

Review

- What is GoodCents® *SELECT* ?
- GoodCents® *SELECT* is a residential advanced energy management system that gives customers control over their energy purchases by allowing them to program their central heating and cooling system, electric water heater and their pool pump to automatically respond to varying prices.

Major Components



SuperStat



Communications Gateway



RSVP Rate

New Rate (RSVP)

GoodCents *SELECT*

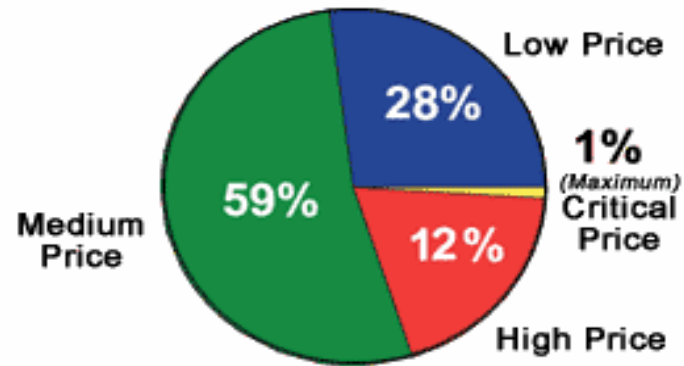
Participation Charge \$4.95/Month
 Standard Residential Rate 6.3 cents/kWh

Price Per kWh*

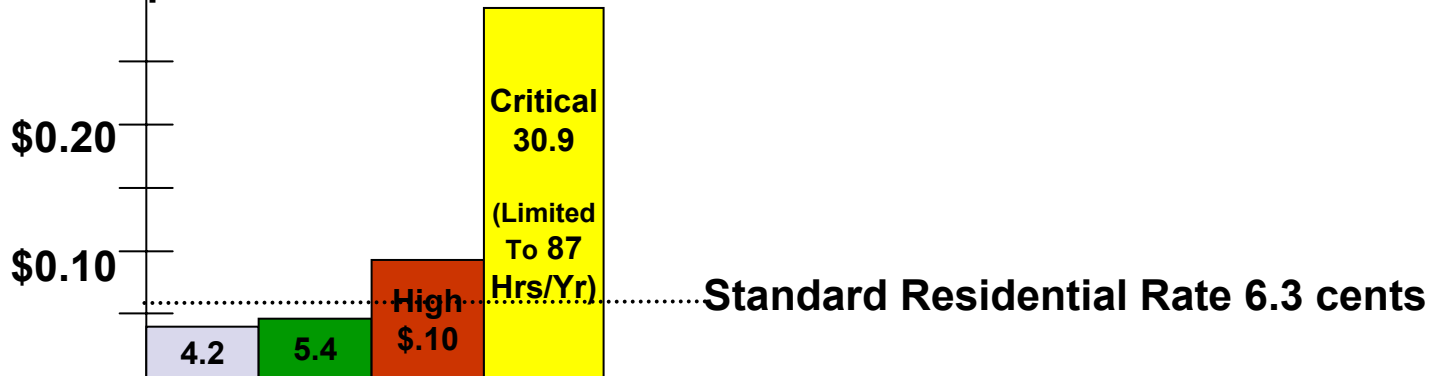
LOW	4.2 cents
MEDIUM	5.4 cents
HIGH	10.0 cents
CRITICAL	30.9 cents

*All prices are as of 06/07/02, excluding customer and/or participation charges and any applicable taxes. These prices are subject to change.

Residential Service Variable Pricing (RSVP) Rate Percent of Annual Hours In Effect



Price per kWh



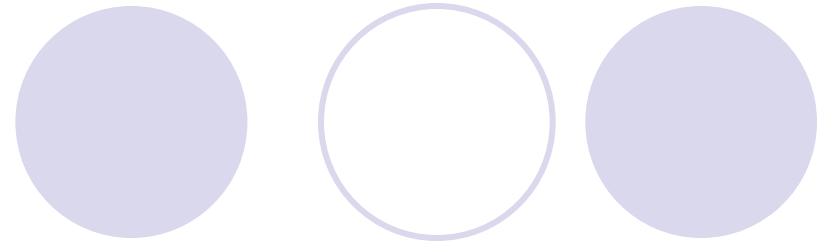
Why is it good for Gulf?

- Innovative Rate Offering (More Choice)
- Operational Benefits (Peak Shaving and Valley Filling)
- Customer Satisfaction
- End Use Sales Opportunities
- FPSC/FEECA Rules
- Platform for additional services

Win Win Deal

- When customers respond to price signals, they are making it less expensive to provide them with electric service
- This reduction in cost can be shared between the customer and the utility
- Opportunity to lower customer bill without reducing utility margins

Choice, Control



- Utilizing rate and equipment menus can make a monopoly environment feel like customer **choice**
- Provides customers with more **control** over their energy bills
- Customers want **choice** and **control**

Price Response results from Gulf Power's Residential Variable Pricing Rate

Case study of January 24, 2003 peak load day.

Minimum temperature on January 24th was 18 degrees F. Minimum temperature forecast on Gulf's winter peak day is 27 degrees F.

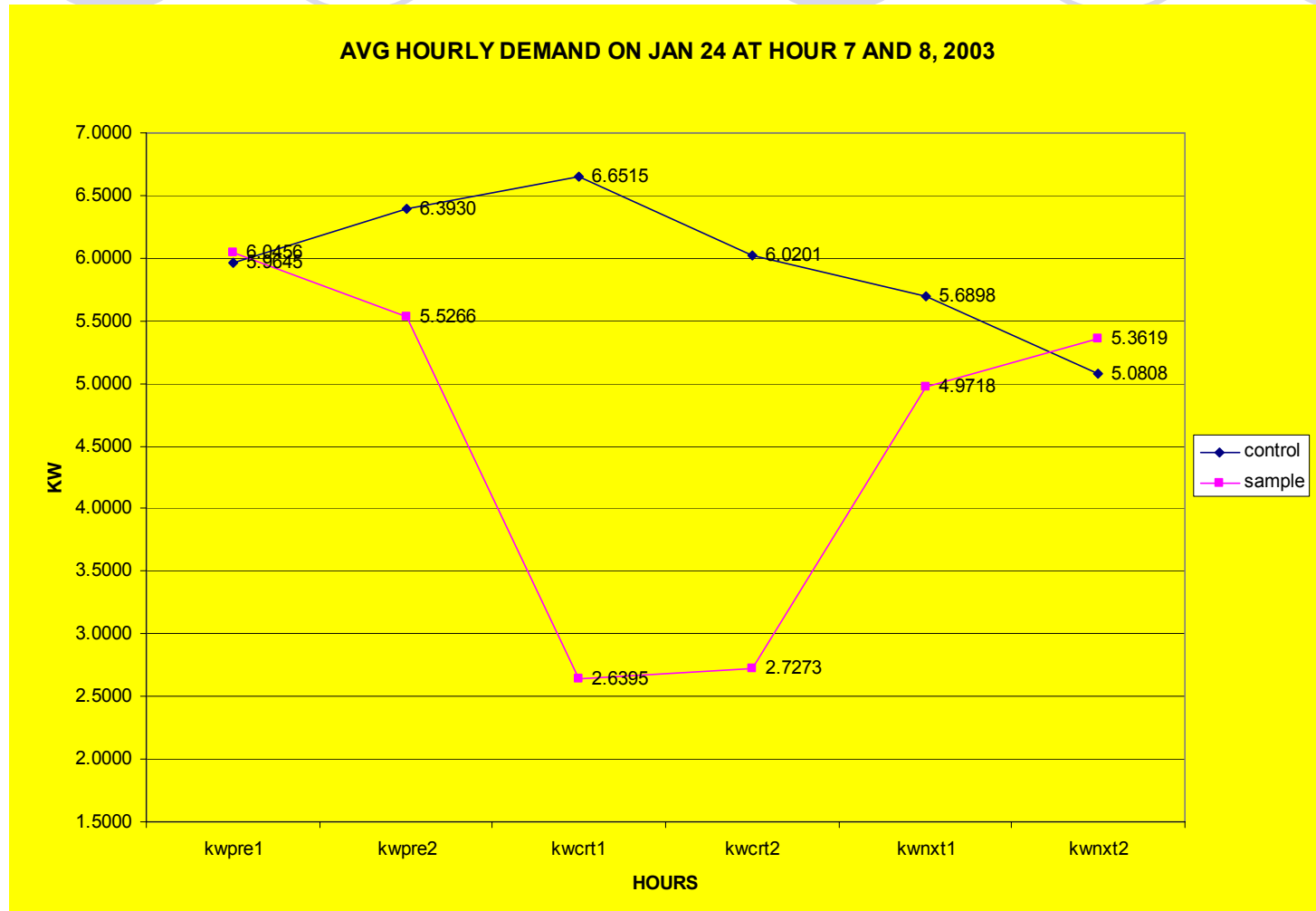
Gulf Power called a Critical (sent a Critical Price signal to its Good Cents Select customers) on January 24th between the hours of 7a.m. and 9a.m.

Number of residences receiving the Critical Price signal on Jan 24 (via RF paging signals) = 2,744

Winter demand reduction per residence at the generator (accounting for losses) = 3.74kW

Total demand reduction on Jan 24th = $2744 * 3.74 = 10.3\text{mW}$

Load Research Results



Customer Research Results

- Is there someone in your home during the SUMMER high price period of 1 PM and 6 PM?

Yes 299 -- 86%

No 43 --12%

Uncertain 6 -- 2%

Total 348 -- 100%

- Please stop me after I have read the category that includes your age group?

18 to 24 4 1%

25 to 34 16 5%

35 to 44 71 21%

45 to 54 66 19%

55 to 64 84 24%

65 + 105 30%

Total 346 100%

Customer Research Results

- **I pay more attention to my electricity consumption now that I am on the GoodCents Select Program.**

1 Strongly Disagree 15 --- 4%
2 Disagree 37 --- 11%
3 Agree 102 --- 29%
4 Strongly Agree 193 --- 56%
Total 347 --- 100%

- **I have NOT had to significantly adjust my lifestyle with the GoodCents Select Program.**

1 Strongly Disagree 16 --- 5%
2 Disagree 47 --- 14%
3 Agree 140 --- 40%
4 Strongly Agree 144 --- 41%
Total 347 --- 100%

Customer Research Results

37. Would you recommend GoodCents Select to others?

Yes 311 ---89%
No/uncertain 37 ---11%
Total 348 ---100%

38. Have you recommended GoodCents Select to anyone?

Yes 255 ---82%
No/uncertain 56 ---18%
Total 311 ---100%

Customer Research Results

A. Is your central heating system gas or electric?

Gas 40 ---11%

Electric 307 ---88%

Don't know 10%

Total 348 ---100%

B. Is your water heater gas or electric?

Gas 51 ---15%

Electric 296 --- 85%

Don't know ---10%

Total 348 --- 100%

Contact Info

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