



Program Optimization

UTILITY RENEWABLE PROGRAM SOLUTIONS

Revitalize existing voluntary renewable programs using proven strategies

Turn an underperforming voluntary green program into a vehicle for more renewable investment, increased customer satisfaction, and industry leadership. 3Degrees' Program Optimization delivers a quick-turn strategy to revitalize an existing renewable energy program and chart a clear path to achieving broader awareness, higher enrollments, and program growth — both immediately and over the long term.

3Degrees Services



MARKETING AUDIT & CUSTOMER SEGMENTATION

Audit past and current marketing results against national benchmarks and identify new opportunities to gain customers. We'll also analyze your customer base against 3Degrees' proprietary green power participant profile and provide clear, data-driven insight into the true potential of your program.



SUPPLY ASSESSMENT

Get clarity on the current supply landscape and determine the need for new or adjusted supply strategies to reduce price and volumetric risk, and align with customer and regulator priorities.



OPTIONS ANALYSIS & RECOMMENDATIONS

Combine utility goals with the marketing and supply assessments to evaluate the options and develop a set of customized recommendations for adjusting your program strategy. We'll deliver 10-year financial projections and develop a work plan to implement the chosen strategy.

KEY BENEFITS

- ✓ **EXPERT PARTNERSHIP:** As the national leader in supporting utilities' renewable energy programs, our seasoned staff will deliver proven value to your program.
- ✓ **EFFICIENCY:** Following industry best practices, we'll develop a plan and deploy campaigns to start delivering on program goals in a matter of weeks.

WE DELIVER

- ✓ Confidence and clarity about how to get more value out of your voluntary renewable programs.
- ✓ Specific tactics and targeted audience segments to help achieve enrollment goals within your budget.

3Degrees helps utilities build, launch, and grow successful voluntary renewable energy programs.

- + Serving utilities since 2002
- + Trusted partner for 6 of the Top 10 NREL Utility Green Power Programs and the nation's best-selling utility carbon offset program
- + Solutions for every customer segment and program type
- + Best-in-class marketing and outreach capabilities, including digital marketing, direct mail, courtesy call, and more



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3Degrees™