



BTM your way: Messaging and positioning of utility BTM programs

Compare and contrast six utility programs



Judith Schwartz, Founder, To the Point

Webinar



What's beyond the meter (BTM)?



BTM encompasses a range of value-added services and products offered through the local utility that increases customer satisfaction and new sources of non-usage revenue for the utility. Utilities have been offering value-added services for 100 years to generate additional revenue.

BTM programs include:

- Home repair and maintenance
- Smart home and alarm technologies
- Solar panels
- EV chargers
- Home battery storage

While many leading utilities already offer BTM programs with great success, many others are just beginning to evaluate these programs.

Phase 1 research scope of work



In this initial phase of work, we started with what appears to be the intentions of the programs and what BTM options the six utilities offer and to whom. While many of the products themselves are the same or similar, we were interested in exploring distinctions across framing, language, and positioning, as well as how those variations translate into online architectures, visibility, and access.

Other distinctions we considered include:

- How these products support larger strategic initiatives such as energy efficiency, renewables, and affordability
- Whether there is specific messaging relative to low-income consumers, renters, and landlords

Follow-on work will dig deeper into the efficacy of programs and approaches and what opportunities for improvement exist.

Benchmarks



Since 2002, the E Source [Website Benchmark](#) has helped utilities benchmark their company websites and identify improvements they can make to deliver the ideal customer experience. For this research, we reflected those elements (items 2–4 in the list below) and identified two additional metrics for consideration.

- **Scope:** Full range of BTM offerings available
- **Findability:** Ease of finding BTM offerings
- **Content:** Clear explanations of the consumer benefits of BTM offerings, either through human advisory functions or well-designed content
- **Functionality:** Ease of purchase transactions and rebate claims
- **Impact:** Integration of BTM product or service info with behavior changes, pricing plans, or automation that will ultimately benefit utility operations

General findings



- BTM products and services often positioned as having a direct impact on commodity usage
- Descriptions and promos often integrated with pricing and energy efficiency programs
- Frequently supplemented with virtual or in-person assessment or energy audit to determine how BTM products can help meet consumer's goals within constraints of their home or income circumstances
- Multiple pathways to same end products or rebates may be used
- Often see a mix of approaches used (apples and oranges)
- Much of the language is very familiar to earlier utility smart meter/grid initiatives (control, savings, flexibility)

Common structures for BTM offerings



Conceptual context (achieve personal goals; for example: saving money or going green)

Physical context (where used; for example: rooftop solar or EV services)

Product-style catalogs often organized by type or function (for example: thermostats)

Formal standalone “marketplace” application with its own URL

Rebates often featured or promoted; may be offered instantly at time of purchase or require a separate process and transaction

Audience types (single-family homeowners, renters, or income qualified) may be called out specifically

Understanding marketplace customers



- Well-designed e-commerce websites can attract hard-to-reach residential and commercial customers ([E Source](#), 2021)
- While only 5% of customers have used a utility-branded marketplace, 80% are interested in using one ([Uplight](#), 2019)
- Marketplace users tended to be more engaged in other utility rebate programs ([DNV](#) [PDF], 2018)
- Strong customer demand for utility marketplace offerings, greatly improved CX, and potential new revenue streams mean that investment in a marketplace can offer returns well beyond those of traditional demand-side management program offerings ([E Source](#), 2019)

Understanding marketplace customers



Utility marketplace program use and interest by segment

Segment	Use	Interest
Overall	5%	80%
Out of touch	1%	88%
Low-income	5%	83%
Established suburbs	3%	82%
Traditionalists	6%	80%
Newcomers	5%	79%
African Americans	7%	77%
Urbanites	7%	75%
Hispanic	8%	71%
Digital types	13%	68%
Environmentally focused	12%	66%
Young urban	11%	63%
Consumption managers	30%	48%

Best practices

- Simplify decision process to drive customer action
- Position utility as trusted adviser
- Streamline transactions for better participation
- Offer customers personalized, relevant content
- Unify the utility customer experience

[The Power of Utility-Branded Marketplaces](#) (PDF), Uplight (2019)

Initial utility targets



General structural approaches



Products and Services tab *and* integrated with “Save Energy”



Conceptual narratives on home page, “Save Energy” tab, dedicated marketplace, and separate rebate portal



Links integrated throughout site leading to Energy Action Guide with in-depth explanations and offerings to purchase/enroll



Home page promos drive users to specific BTM solutions offered by unregulated subsidiaries *and* integrated offerings within “Energy My Way” microsite



Energy savings and rebates section *and* dedicated marketplace



Complex content-integrated structure *and* dedicated marketplace

Top-level taglines



We bring you more than just electricity



Save energy and money with rewards, rebates and conservation programs.



Energy Action Guide: Product and program guidance to meet your unique energy needs



Energy My Way: Smart energy solutions
Clean, Affordable, Reliable and Smart



Shop energy-saving products at SRP Marketplace
SRP offers flexible residential solar price plans so you can choose one that's right for you. It's easy being green.



ComEd 2030: A roadmap to cleaner energy
Get instant rebates on energy-saving products

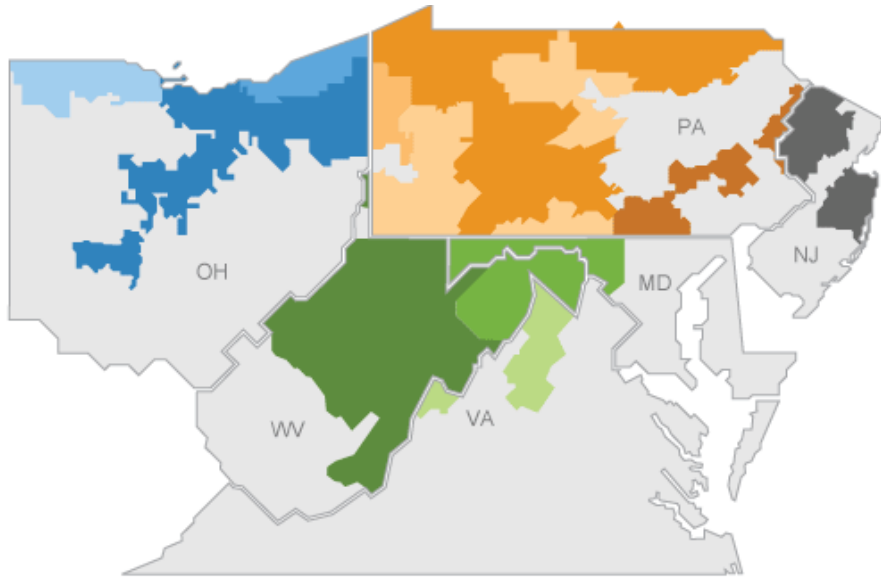


Individual utility highlights



FirstEnergy[®]

FirstEnergy: Territory



Ohio	Pennsylvania	New Jersey	West Virginia/ Maryland
■ Ohio Edison	■ Met-Ed	■ Jersey Central Power & Light	■ Mon Power
■ The Illuminating Company	■ Penelec		■ Potomac Edison
■ Toledo Edison	■ Penn Power		
	■ West Penn Power		■ Potomac Edison/TrAILCo VA Transmission Zone

- Wide variations in what's offered state to state in terms of energy efficiency and BTM offerings
- Several, not all, offer the “We bring you more than just electricity” campaign
- Information about residential rooftop solar is not easy to find or understand throughout the service area

FirstEnergy: Products and services



SERVICE REQUESTS OUTAGES SAFETY SAVE ENERGY PRODUCTS Q

We bring you more than just electricity



Landscape Lighting

Get a free consultation on stylish, expertly installed landscape lighting to help beautify your yard and provide a sense of comfort knowing your property is well-lit.

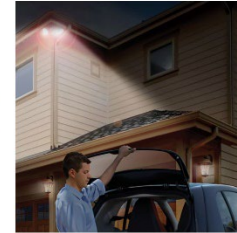
[Learn More](#)



Post Lamps

Help make your entryway brighter and light the path for loved ones on dark nights. We offer a variety of styles designed to hold up in all seasonal weather conditions.

[Learn More](#)



Security Lighting

Help feel safe on your property. Independent lighting professionals can consult and install motion-activated lights to brightly illuminate your drive and walkways.

[Learn More](#)



Electrical Services

Professional independent contractors can help you with any upcoming home electrical projects as well as needed repairs, inspections or installations.

[Learn More](#)



Tree Services

Dead trees and hanging limbs can be dangerous and visually unappealing. Our professional independent contractors can assess and remove problems at the root.

[Learn More](#)



Surge Assistance

Help ensure that you are covered for surge related damage to electronics and appliances. We offer several levels of protection at affordable prices.

[Learn More](#)



Home Insulation

Help keep your home warm in the winter and cool in the summer and help save on future utility bills. Request a free consultation.

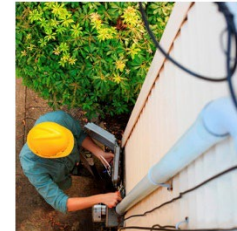
[Learn More](#)



Home Connections

Just moved or moving soon? In collaboration with iBex, we can help you set up or transfer your home utilities and get you rolling with TV and internet.

[Learn More](#)



Home Repair Plans

Get emergency service and help protect yourself against unexpected plumbing, heating and cooling system problems on covered repairs with repair plans from HomeServe.

[Learn More](#)

FirstEnergy: Residential rebates



RECEIVE REBATES AND SAVE ENERGY

with the Residential Products Rebate Program

[Find A Rebate](#)



Which rebates are available?

Receive rebates on a wide range of ENERGY STAR® certified



What are income-eligible rebates?

Income-eligible customers can receive an additional \$25 above



Who is eligible?

All residential customers of Met-Ed, Penelec, Penn West Penn Power are eligible to [LIVE CHAT](#)



Smart Thermostat

\$50 Rebate
ENERGY STAR certified smart thermostats can save an average of 8% on heating and cooling costs.

[See Details >](#)



Air Source Heat Pump

Up to \$500 Rebate
ENERGY STAR certified air source heat pumps use the difference between indoor and outdoor temperatures to control your home's heating and cooling.

[See Details >](#)



Central Air Conditioner

Up to \$250 Rebate
ENERGY STAR certified central air conditioners use around 8% less energy than traditional air conditioners and have higher energy efficiency ratios.

[See Details >](#)



Ductless Mini-Split AC

\$200 Rebate
Cutting cooling costs by 30% compared to conventional room air conditioners, ENERGY STAR certified ductless mini-split heat pumps use more sophisticated compressors and fans that can adjust speeds to save energy.



Ductless Mini-Split HP

\$200 Rebate
This product can cut heating costs in half compared to conventional electric heating systems.

[See Details >](#)



Geothermal Heat Pump

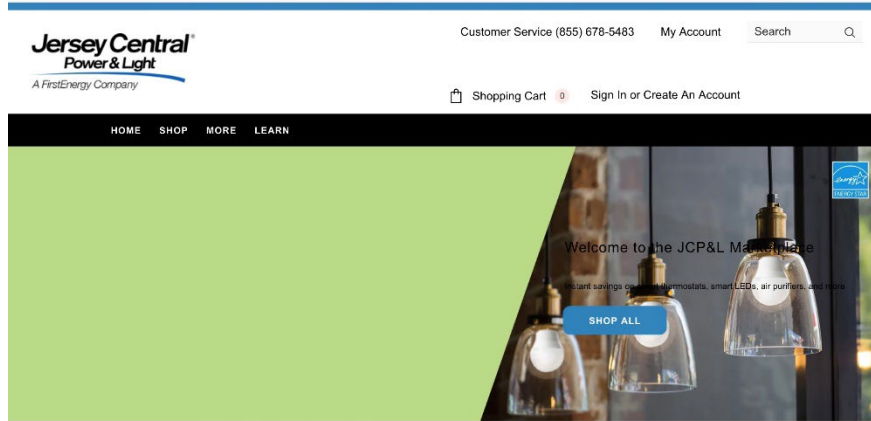
\$650 Rebate
ENERGY STAR certified geothermal heat pumps use the earth's natural heat to control your home's temperature.

[See Details >](#)

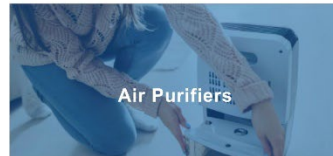
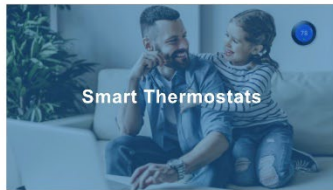
- Navigate via Save Energy tab
- Integrates options for low-income residents at top level
- Offerings vary by state

rebates.energysavepa.com/

FirstEnergy: Marketplace



- Some states have dedicated marketplace while others do not
- Note with dynamic frameworks: It's important to test whether text is in correct location
- Organized by product type rather than with a conceptual context of where or why used





Dominion Energy: Home > Our Stories



Help Your Home Work

Smarter Not Harder

This article is about:

- Try a new smart thermostat
- ENERGY STAR® LED bulbs are energy efficient
- Change your habits to save more money

Customers have control over their energy usage like never before. Whether it's managing a smart thermostat from your phone or swapping out an old-fashioned incandescent bulb for a long-lasting energy efficient LED, today's technology gives you the chance to control your usage and your bill.

With summer just around the corner and fuel costs on the rise, now is the time to consider how you can make your home more energy efficient. Large projects like new windows, a modern HVAC system or rooftop solar panels deliver significant savings, but something as simple as adjusting your thermostat or changing a light bulb can help make a difference.

www.poweredbyefi.org/dominionenergy/smart-thermostats.html

Try a Smart Thermostat

A new thermostat makes it easier to manage your home's temperature and energy usage. Most of them will manage it for you. They offer other great benefits as well. They take local weather into account, give you reminders to change your HVAC filter and even send you a monthly report to show your savings.



Smart Thermostats are available through the [Dominion Energy Marketplace](#) with instant discounts off retail. The marketplace also offers Thermostat User Guides for popular models but make certain your purchase is compatible with your HVAC system.

Filter	Value
CATEGORY	Smart Thermostat Rewards (4)
WI-FI ENABLED	+
SELF-LEARNING	+
PRICE	\$0.00 - \$99.99(6) \$100.00 - \$199.99(6) \$200.00 and above(5)
COLOR	Black(6) Copper(1)

Product	Retail Price	Your Price	Discount
Amazon Smart Thermostat	\$79.99	\$49.99	After \$30.00 in potential instant savings!
Honeywell Home Wi-Fi FocusP...	\$99.99	\$69.99	After \$30.00 in potential instant savings!
Google Nest Thermostat Snow	\$129.99	\$99.99	After \$30.00 in potential instant savings!

Dominion Energy: Save energy



Save energy and money with rewards, rebates and conservation programs.

Residential Categories

[Get a Home Energy Assessment or Audit](#) | [Buy Energy Star Products](#) | [Control Your Heating & Cooling](#)
[Charge Your Electric Vehicle](#) | [Appliance Recycling](#) | [Other Approved Programs](#)



Get a Home Energy Assessment or Audit

Find out where your home is costing you comfort and energy dollars.

- Smart Home
- Virtual Energy Audit
- Quick Energy Check-Up
- Full Energy Audit
- Manufactured Housing
- Multifamily Program



Buy Energy Star Products

Get discounts and rebates on ENERGYSTAR certified appliances and smart thermostats.

- Energy Efficiency Marketplace
- Appliance Rebates
- Water Energy Savings



Control Your Heating and Cooling

Ways to save on your heating and cooling.

- Get a Smart Thermostat
- Join WeatherSmart
- Get Rewards



Charge Your Electric Vehicle

A program that helps you purchase a level 2 charger and helps Dominion Energy maintain demand on the grid.

- [Electric Vehicle \(EV\) Charger Incentives](#)



Appliance Recycling

Save money and recycle an inefficient appliance.

- [Appliance Recycling Rebate](#)



Other Approved Programs

Additional energy conservation offerings for specific targeted customer segments.

- [Customer Engagement Program](#)
- [Welcome Kits](#)
- [Residential New Construction](#)

[Review Our Lower My Bill Guide for Three Easy Steps To Savings](#)

Income-Qualifying Programs

Incentives to low-income, elderly and disabled individuals for the installation of measures that reduce heating and cooling costs and enhance health and safety.



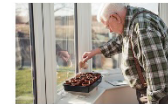
HVAC Health and Safety Program

Receive incentives that reduce your residential heating and cooling costs to enhance your health and safety.



EnergyShare Weatherization

EnergyShare customers are eligible for a free home energy assessment and the installation of free energy efficiency upgrades to help save on their energy costs.



Income and Age Qualifying Energy Efficiency Program

Receive an in-home energy assessment and select energy-saving products at no cost to qualifying customers.




Income and Age Qualifying Solar Program

Install solar photovoltaic (PV) systems and receive 25 years of maintenance and repairs, all at no cost to qualifying customers.

Dominion Energy: Marketplace

Explore our energy-saving products today!


- When customers visit marketplace directly, products are organized by product type
- Promos feature % discounts or \$ rebates
- “Potential instant savings!”
- Drill down on images to reach detailed product descriptions and specs
- Familiar messaging



Turns Itself Down to Save Energy
Google Nest automatically turns itself down when you are away. This auto-away feature means you don't have to waste energy and money heating or cooling an empty space.

Keeps You Safe
If the temperature gets abnormally high or low, Google Nest sends an alert to your phone. With Nest you'll never have to worry about a furnace malfunction or frozen pipes during your vacation again.

Keeps You in Control (from Anywhere)
With the convenient Google Nest app, you can manage your temperature and energy use from anywhere. Simply connect your Google Nest to wi-fi and use your smartphone or tablet to change its temperature or schedule.



Helps You Save Energy (And Money, Too!)
Google Nest uses daily Energy History and a monthly Report to help you track your daily energy use. See when you use the most energy and learn how to use less (just follow the Leaf!)

What's the Leaf? The little green Google Nest Leaf icon lets you know when you are choosing a temperature that will help you save. Look for it when you turn the ring!



The screenshot shows the Dominion Energy Marketplace website. At the top, there's a navigation bar with 'SELECT LANGUAGE', 'WELCOME TO THE DOMINION ENERGY MARKETPLACE', 'COMPARE (0 ITEMS)', 'CONTACT US', 'SIGN IN', and 'CREATE AN ACCOUNT'. Below this are several promotional banners for 'SALE' items: 'DEHUMIDIFIER SALE', 'MARCH THERMOSTAT SALE', 'AIR PURIFIER SALE', and 'PREPARE FOR SPRING'. A large blue banner for 'March into Spring Savings with a New Thermostat!' features 'ecobee' and 'sensi' brands, with a 'Save up to \$30!' offer. Below this are three smaller promotional boxes: '10% Off Energy Star® Rated Dehumidifiers!', 'Drive Electric! Shop our electric vehicle charger selection!', and 'Prepare for Spring with 10% OFF select ENERGY STAR® Rated Room Air Purifiers'. A 'Featured Products' section at the bottom displays three thermostat models: 'Google Nest Learning Thermostat' (set to 70), 'Google Nest Thermostat Snow' (set to 70), and 'Google Nest Thermostat' (set to 70). A green arrow points from the 'Helps You Save Energy' text in the left panel to the 'Google Nest Learning Thermostat' product.

Dominion Energy: Rebate portal

Dominion Energy Appliance & EV Charger Rebates

Congratulations! Purchasing energy-efficient products helps you save energy and money. Now apply for a rebate from Dominion Energy for your recent purchase.

To apply for a rebate, you will need:

1. Dominion Account Number
2. Name on Dominion Energy Account
Where can I find my Dominion Account Number and Name? [?](#)
3. Copy of the first page of your most recent Dominion Energy bill
4. Equipment manufacturer and model number(s)
Model numbers can most easily be found in your owner's manual or on the equipment label. They may also be listed on your receipt or contractor invoice.
5. Paid equipment receipt or invoice - and a scanner or mobile phone to transfer it to your computer

Get Started



Find a product, apply for a rebate.



- Looking for a list of eligible models before you purchase an appliance or EV charger? Use the **View eligible models** button.
- Rebate Applications must be submitted within **90 days** from date of purchase.

View eligible models

Begin rebate submission

[View Program Terms and Conditions for Virginia](#)
[View Program Terms and Conditions for North Carolina](#)
[View Level 2 EV Charger Program Terms and Conditions for Virginia only](#)

dominion.myrebateportal.com/



PG&E: Robust offerings, well-hidden



The screenshot shows the PG&E website's 'SAVE ENERGY & MONEY' section. It features a grid of four main categories: 'ANALYZE YOUR USAGE', 'SAVINGS SOLUTIONS & REBATES', 'SAVINGS PROGRAMS', and 'HELP PAYING YOUR BILL'. Each category contains several links to detailed pages. A 'Feedback' button is visible on the right side of the grid.

ANALYZE YOUR USAGE	SAVINGS SOLUTIONS & REBATES	SAVINGS PROGRAMS	HELP PAYING YOUR BILL	RESOURCES
Home Energy Checkup	Rebates by Product	Energy Savings Programs Overview	Payment Assistance Overview	Everyday Tips
Your Usage	Multifamily Rebates	Zero Net Energy Program	One-time Assistance	Summer Tips
Accessing Your Data	Solutions by Level of Investment	LED Lighting	Longer-Term Assistance	Winter Tips
	How to Apply	Third Party Programs	Energy Reduction & Weatherization	Home Tips
	Plug-in Electric Vehicles		Community Partnerships	Energy Efficiency Resources
	Private Solar		CARE (California Alternate Rates for Energy)	External Resources
	Energy Incentive Programs		Medical Baseline Program	Energy Alerts

The screenshot shows the PG&E website's 'SOLAR & VEHICLES' section. It features a grid of three main categories: 'PRIVATE SOLAR', 'OTHER ENERGY OPTIONS', and 'ELECTRIC VEHICLES'. Each category contains several links to detailed pages. A 'Feedback' button is visible on the right side of the grid.

PRIVATE SOLAR	OTHER ENERGY OPTIONS	ELECTRIC VEHICLES
How to Get Started	Solar Hot Water Heating	Getting Started
Understand the Process	Solar Choice Rates	Charging
Understand Your Bill	Learn About Electrification	Rates
Monitor and Maintain Your System	Battery Storage	Resources & FAQ
	Battery Storage Incentives	
	Natural Gas Vehicles	

There are many options for customers but no overview pages that might explain or annotate BTM alternatives. One must drill down to each selection to obtain information and decide if it's relevant.

PG&E: Emphasis on process and specs



- “How to get started” pages for all options
- Comparison charts and calculators
- Educational tone and emphasis
- Technical steps of execution that seem to assume customer is already convinced

BATTERY STORAGE

A photograph of a family—a woman, a young girl, and a man—sitting at a table and looking at documents together. The man is pointing at something on the paper.

Battery storage for your home

Discover the Self-Generation Incentive Program.

GET THE DETAILS

Feedback

A close-up photograph of a blue electric vehicle being charged at a charging station.

Electric vehicles

Find rebates with our EV Savings Calculator. [GET STARTED](#)

Feedback

Save money and go green by driving an electric vehicle



Understand what's involved in adopting renewable energy

PG&E: Energy Action Guide



Embedded deep in the copy of individual pages are links to comprehensive PG&E Energy Action Guide (marketplace)



Find modern electric appliances

Modern electric appliances are more efficient than gas. They improve air quality—indoors and out—and save you money. Find modern electric appliances that run efficiently and comfortably on clean electric power at [PG&E Energy Action Guide](#).

Learn more about electrification at The Switch is On: www.switchison.org.

Interested in trying induction cooking? Through our new Induction Cooktop Leaner Program, you can borrow a countertop plug-in induction cooktop and a pan for two weeks, at no cost. Visit pge.com/inductionleaner to get started!

Popular starting points for the whole home.



Prepare for outages
[See More >](#)



Generate solar power
[See More >](#)



Control your thermostat
[See More >](#)



Charge your EV
[See More >](#)



Financial assistance
[See More >](#)



Electrify your home
[See More >](#)

guide.pge.com/

FILTER

[RESET ALL](#)

Resource Types

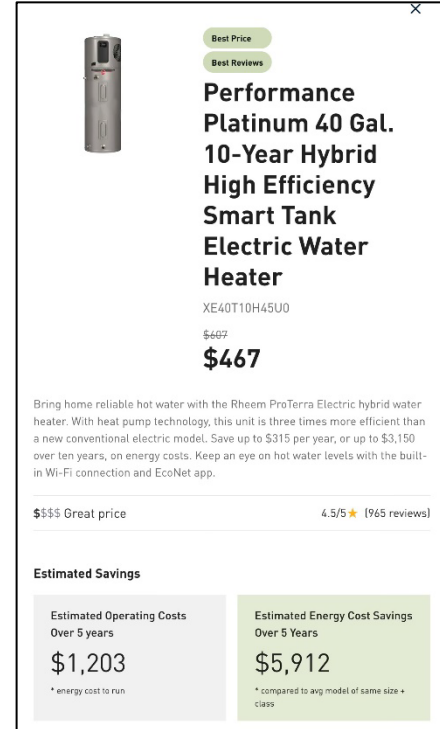
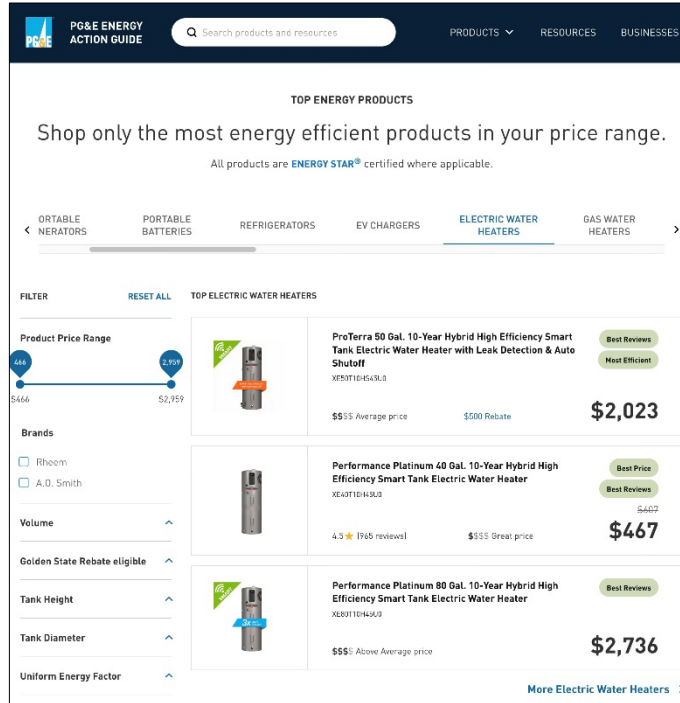
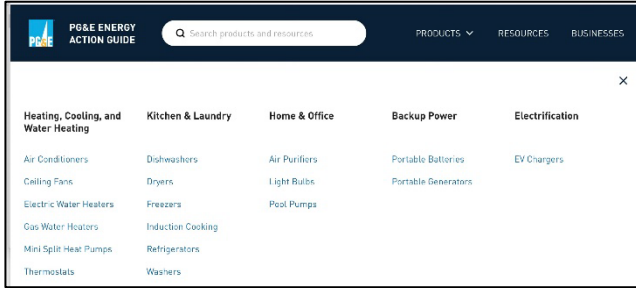
- Programs
- Rebates
- Tools and calculators
- FAQs
- Rates

Themes

- Save energy and money
- Control your thermostat
- Prepare for outages
- Financial assistance
- Charge your EV
- Electrify my home
- Generate solar power
- Save energy & money

[Show Less](#)

PG&E: Products



Under the Products Tab in the PG&E Energy Action Guide is the most comprehensive marketplace collection of our sample utilities, yet it's tricky to find. For relevant products, there are links to rebates and incentive demand response programs.

guide.pge.com/



FPL: Home page



Promotions to unregulated subsidiaries offering BTM options are featured prominently on the home page

FPL: Perception gap—utility scale versus private solar



In fact, FPL’s solar fleet—the largest in America—doesn’t use fuel at all to generate electricity, avoiding about \$375 million in fuel costs in 2022 alone. FPL brought 13 solar energy centers online so far this year and will add three more solar plants in 2023 as part of plans to install 90,000 megawatts of solar energy in Florida and massively expand battery storage over the next two decades.

—[FPL Newsroom](#) (2023)

“I would say that none of Florida’s utilities are enthusiastic about their customers’ deploying solar,” said Stephen Smith, executive director of the Southern Alliance for Clean Energy.

“I am not surprised at the horror stories.”

—[The New York Times](#) (2019)

“FPL files plan to reduce customer fuel charges by \$379 million”

—[FPL Newsroom](#) (2023)

“FPL wants some customers to pay subsidies, but not for rooftop solar”

—[Tampa Bay Times](#) (2022)

“FPL wants to control solar power. And state lawmakers are doing its bidding”

—[Miami Herald](#) (2022)

FPL: Solar options



Even though FPL is sometimes perceived as not being pro solar, the utility offers several options for families and businesses as well as a wide range of utility-scale solar and storage initiatives. FPL presents realistic cost benefits of scale and sources of backup power at night.



FPL SolarNow™

With the support of dedicated participants, FPL SolarNow is bringing solar power into our communities through hundreds of solar arrays across the state. [These are small, visible, local installations, often solar ‘trees’]

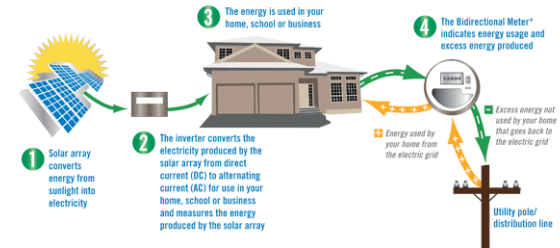
Private Rooftop Solar

If you're considering installing rooftop solar panels, learn more about how it works and how you can sell power back to FPL through our net metering program.



Understanding NET METERING

Solar Photovoltaic Array Example



FPL: SolarTogether



Lower bills powered by the sun

New year, new goals. Lower your carbon footprint and save money over time with FPL SolarTogether™. Reserve your spot or share with loved ones.

[Reserve Your Spot](#)

Promotion for this shared solar program is also featured on the home page. Video on the subsequent landing page explains subscriptions for large-scale solar arrays.



Powered by the sun. And by you.

Lower your carbon footprint, save money over time, and help keep Florida beautiful for generations to come. By subscribing to FPL SolarTogether®, you'll receive bill credits for your share of the solar energy generated at the FPL SolarTogether solar energy centers, lowering your bill over time.

We are currently fulfilling subscriptions on a first-come first served basis. As capacity becomes available you will be notified of your enrollment.

FEEDBACK



How the program works



1. Energy we can all share

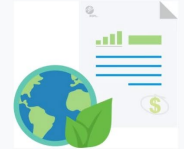
More than 59,000 Floridians have joined the nation's largest community solar program. Now everyone can go solar and lower their environmental impact as the SolarTogether program grows.



2. Accessible to everyone

Increasing the amount of solar energy available makes accessing the benefits of solar easier and more affordable than ever. The SolarTogether program is offered to all FPL customers, whether you rent or own your home, condo or business – no matter where you live in Florida.

- No panels on your roof
- Works wherever you live – solar energy comes from Florida-based solar energy centers
- Subscription can be transferred if you move within FPL's service territory



3. Lower your carbon footprint and save over time

As a participant in the program, you can choose to get up to 100% of your energy from solar. Pay a fixed monthly subscription charge and immediately start receiving bill credits. Over time, your credits will be more than your monthly charge, lowering your bill.

- Subscriptions may only be purchased in 1 kW increments
- Your subscription charge will not change while you're in the program
- You will get bill credits for your share of the solar energy generated at the FPL SolarTogether solar energy centers

[JOIN TODAY](#)

FPL: Energy My Way



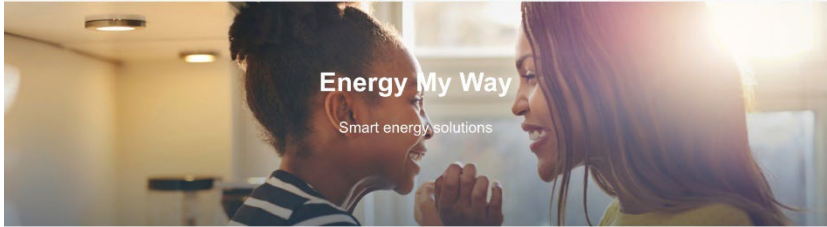
- Branding label is ambiguous
- Navigation to comprehensive microsite not obvious from home page
- Need to use index links found on bottom of pages to navigate there

About FPL	About Energy	Partner Resources
News	Energy My Way	Supplier Home and Login
Company	Ensuring Reliability	PIC Login
Careers	Clean Energy	Fuel Portal
Environment	Solar	Building and Construction
Community	Electric Vehicles	Land Use
Donate to Care To Share®	Power Disturbances	Assist Agency Login
Rates and Your Bill	Safety	WebTAXI Login
		Deposit Portal

FPL: Energy My Way



Smart Energy Solutions



Integrates messages about personal BTM and usage tools with utility-scale investments and initiatives

Clean, Affordable, Reliable and Smart

FEEDBACK



Electric vehicle

Miles of EV fast-charging network under development



Smart home tech

Average energy savings when you switch to a smart thermostat



Battery storage

Energy storage systems in operation in Florida



Intelligent Devices

Installed throughout Florida to help reduce and prevent power outages

Managing My Energy Usage



Energy Dashboard

Take control and see how much energy you're using based on your home settings. Your customized online Energy Dashboard can help you save energy and money.



Energy Manager

With the free FPL Energy Manager, you're able to monitor, analyze and simulate your energy usage so you can save on your bill.

[Start Now](#)



FPL Mobile App

See and control your energy usage, view or pay your bill, and report or check on an outage, right at your fingertips with the FPL app.

[Download the App](#)

View Usage

We're making your energy cleaner, more affordable and more reliable than ever before



We're investing in more clean energy sources like zero-emissions solar, high-efficiency natural gas and nuclear power.

Energy Sources



Monitor your energy use and costs by taking advantage of smart tools and technology.

Savings Programs



Protecting our environment for future generations is embedded in our culture.

Our Efforts



SRP: Price plans or energy savings



ACCOUNT PRICE PLANS ENERGY SAVINGS & REBATES DOING BUSINESS WITH SRP GRID & WATER MANAGEMENT CUSTOMER SERVICE ABOUT US

Home / Price Plans / Solar Options / Compare solar price plans



SRP solar price plans

SRP offers flexible residential solar price plans so you can choose one that's right for you. It's easy being green.

On this page:

- [Solar price plans](#)
- [Compare solar price plans](#)
- [How solar pricing works](#)
- [SRP solar incentives](#)
- [FAQ](#)

On related pages:

- [Customer Generation Price Plan](#)
- [Time-of-Use Export Price Plan for solar customers](#)
- [Electric Vehicle Export Price Plan](#)
- [Average Demand Price Plan](#)



SEARCH

ACCOUNT PRICE PLANS ENERGY SAVINGS & REBATES DOING BUSINESS WITH SRP GRID & WAT

AT HOME

- [Shop energy-saving products at SRP Marketplace ↗](#)
- [Free shade trees & workshop](#)
- [DIY energy-saving projects](#)
- [SRP ENERGY STAR homes](#)
- [Audit your home for energy savings](#)
- [Electric Vehicle \(EV\) Benefits and Savings](#)
- [Installing solar panels on your home](#)
- [Water Conservation Expo](#)
- [Community offers and events](#)

Rebates

- [Residential Rebates](#)
- [LED Lighting](#)
- [Shade Screens and Window Film](#)
- [Air Conditioner \(AC\)](#)
- [Smart Thermostat](#)
- [Insulation](#)
- [Duct Test and Repair](#)
- [Demand Management \(Solar\)](#)
- [Residential EV Charger](#)

↗ = external link

AT YOUR BUSINESS

- [Savings tools for businesses](#)
- [Installing solar panels at your business](#)
- Rebates**
- [Standard Business Solutions](#)
- [Custom energy efficiency](#)
- [Energy Efficiency rebates for small businesses](#)
- [New construction solutions](#)
- [Retrocommissioning solutions](#)
- [Electrification](#)
- [Business EV Charger](#)
- [Rebates for ENERGY STAR homebuilders](#)
- [Business demand response](#)
- [Ultraviolet Germicidal Irradiation \(UVGI\)](#)
- [Multifamily Solutions](#)
- [Smart Thermostats for business](#)

SRP: Rebates




[Home](#) / [Energy Savings & Rebates](#) / [At Home](#) / [Rebates](#) / [Residential Rebates](#)

Explore SRP rebates

Learn about available rebates and see what you qualify for from the options below.

Best for a: Homeowner




Air-conditioning rebate

Get up to \$1,125 back on a new energy-efficient AC.

[Find a Contractor](#)

Best for a: Homeowner




Smart thermostat program

Smart thermostat users can earn up to \$100.

[Enroll in the Program](#)

Best for a: Homeowner




Home energy audit

Save \$100 on a home energy audit to help uncover hidden issues.

[Find a Contractor](#)

Best for a: Homeowner




Duct repair rebate

Get up to a \$400 rebate when you have your home's ducts tested and repaired.

[Find a Contractor](#)

Best for a: Homeowner or Renter




LED lighting discounts

Save even more with discounts and instant rebates on LED bulbs on SRP Marketplace.

[Upgrade Your Lightbulbs](#)

Best for a: Homeowner




Residential EV charger

Residential electric customers are eligible to receive a \$250 instant rebate on a Level 2 charger when purchased from SRP Marketplace.

[Find a Charger](#)

Best for a: Homeowner




Insulation rebate

Get up to \$600 off the cost to install new insulation.

[See Rebate Details](#)

Best for a: Homeowner or Renter




Home energy assessment

Get a free virtual assessment from an Energy Ambassador.

[Schedule an Assessment ↗](#)

Best for a: Homeowner




Earn free shade trees

Attend a workshop and earn two trees.

[Register for a Workshop](#)

Best for a: Homeowner




Window treatment rebates

Professionally installed shade screens or window films qualify for an \$1.00/square foot rebate.

[Find a Contractor](#)

Best for a: Homeowner or Renter




SRP Marketplace

Buy energy-efficient products online with exclusive sales and instant rebates.

[Shop the Products ↗](#)

Best for a: Homeowner



Demand management system rebate

For a limited time, solar customers can get \$250 back when they purchase and install a demand management system.

[See Details](#)


SRP: Marketplace



Free shipping on all orders over \$49 Contact FAQ Order Info


SRP | MARKETPLACE Cart 0

[On Sale](#) [Shop Energy-Efficient Products](#) [Enroll in Home Services](#) [Enroll in Rebate Programs](#)



Emerson Sensi Smart Thermostat


SALE

[Shop the Collection](#)

Commercial emphasis:


- Free shipping on orders above \$49
- On sale
- Shop the Collection
- Rebates
- Lower price with demand response participation (but no explanation of DR)

Featured Products




Google Nest Thermostat
★★★★★
\$129.99 full price
➔ **\$79.99**
Your price after instant rebates
🏠 **\$29.99**
Your price with demand response participation

Sale



Emerson Sensi smart thermostat
★★★★★
\$129 full price
➔ **\$49**
Your price after instant rebates



ecobee3 lite
★★★★★
\$149.99 full price
➔ **\$99.99**
Your price after instant rebates
🏠 **\$49.99**
Your price with demand response participation

SRP: Marketplace



Free shipping on all orders over \$49 | Contact | FAQ | Order Info

SRP MARKETPLACE | Search | Cart 0

On Sale | Shop Energy-Efficient Products | Enroll in Home Services | Enroll in Rebate Programs

Show Your Home Some Love

On Sale Now

Exclusive Offers on Smart Thermostats

Featured Products

Google Nest Thermostat
★★★★★
\$129.99 full price
➔ **\$79.99**
Your price after instant rebates
\$29.99
Your price with demand response participation

Sale
Honeywell Home Wi-Fi Color Touchscreen Programmable Thermostat
★★★★★
\$179.99 full price
➔ **\$89.99**
Your price after instant rebates
Your price with demand response participation

Sale
ecobee3 lite
★★★★★
\$149.99 full price
➔ **\$79.99**
Your price after instant rebates
\$29.99
Your price with demand response participation

Featured Programs

SRP BYOT Program
Reduce energy use and get a new thermostat for \$50 off!

Shop by Category



Thermostats and Temperature

Control your home's heating and cooling from anywhere with an energy-efficient smart thermostat.

Featured Brands



Lighting

Upgrade just five of your most-used bulbs with LED lighting and save up to \$7.5 per year.

Featured Brands



Electric Vehicle Chargers

Charge your EV in less than half the time from the comfort of your own driveway.

Featured Brands



Power Strips

Water Fixtures

Smart Home

Air Quality

srpmarketplace.com/



comedSM

AN EXELON COMPANY



Home > Ways to Save: For Your Home > Rebates & Discounts

For Your Home	-
Home Energy Savings	+
Rebates & Discounts	-
Appliance Rebates	
Smart Thermostat Rebates	
Heating & Cooling Discounts	+
Home Products Discounts	+
Income Eligible	+
My Account Online Tools	
Manage My Energy	+
For Your Business	+
Tools & Resources	+

Rebates & Discounts



Appliance Rebates
Choose ENERGY STAR® home appliances and save.



Home Products Discounts
Find instant discounts on energy-efficient home products.




Smart Thermostat Rebates
Manage your heating and cooling costs with an ENERGY STAR® smart thermostat.



Heating & Cooling Discounts
Upgrade your heating/cooling and boost your energy efficiency.


The ComEd Energy Efficiency Program is funded in compliance with state law. Offers are subject to change.

Marketplace




Get instant rebates on energy-saving products. [Explore Marketplace](#)

Efficient Choice



Shop and compare efficient appliances! [Visit Efficient Choice](#)

Need financial assistance?



Smart Assistance Manager helps you explore and understand financial assistance programs to help pay your utility bills. [Learn More](#)

- ComEd has a comprehensive content-integrated structure and a dedicated marketplace
- Programs to support income-qualified customers are featured at all levels and included in the main navigation

ComEd: Manage (My) Energy

BTM items to purchase integrated with pricing and assistance options throughout

comEd™
AN EXELON COMPANY

Outage | Pay Bill | Moving | Español | Contact Us | Search... | Sign In | Register

My Account | Outages | **Ways to Save** | Smart Energy | Safety & Community | Marketplace

Home > Ways to Save: For Your Home > Manage My Energy

Manage My Energy

- For Your Home** -
- Home Energy Savings +
- Rebates & Discounts +
- Income Eligible +
- My Account Online Tools
- Manage My Energy** -
- Peak Time Savings +
- Time-of-Day Pricing +
- Hourly Pricing +
- Central AC Cycling +
- Smart Meter Connected Devices +
- IFTTT +
- Compare Pricing Programs
- Compare Demand Response Programs

Peak Time Savings

Earn a bill credit by reducing use during Peak Time Savings Hours.

ComEd Marketplace

Get instant rebates on energy saving products.

Time-of-Day Pricing

Shift your energy use to times when electricity is less in demand and save.

Smart Meter Connected Devices

Communicate with the smart meter in your home to manage your energy use.

Compare Pricing Programs

Explore residential supply rate options. [Compare pricing programs](#)

Feedback

www.comed.com/WaysToSave/ForYourHome/Pages/ManageMyEnergy.aspx

Marketplace Menu



More Ways to Manage Energy Use and Costs

Our energy-saving programs and bill assistance options complement the energy-efficient products from ComEd Marketplace.

Residential | Commercial

Feedback

Time-of-Day Pricing

Shift your energy use to times when electricity is less in demand and save.

Lower Your Rate

Hourly Pricing

Choose to pay the hourly market price for energy, then save by shifting use to times when rates are lower.

Save Money & Energy

If This Then That (IFTTT)

This free service automates your savings through your home's smart technologies and devices.

Save Automatically

secure.comed.com/marketplace/programs

ComEd: Marketplace



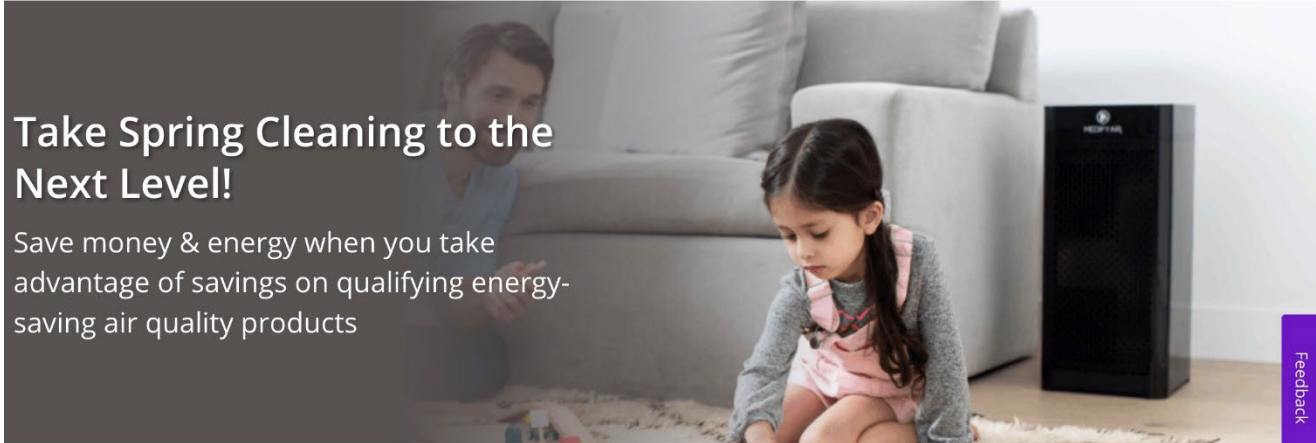
Marketplace Home Browse ▾ Programs Support

ORDER HISTORY



Take Spring Cleaning to the Next Level!

Save money & energy when you take advantage of savings on qualifying energy-saving air quality products



Feedback

Free shipping over \$49

Exclusive benefits with a MyAccount

Easy enrollment in money-saving programs



Smart Thermostats



Water-Saving Products



Advanced Power Solutions



Smart Home



Lighting



Air Quality Products



Electric Vehicle Chargers

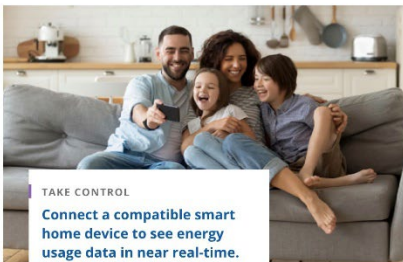


Weatherization

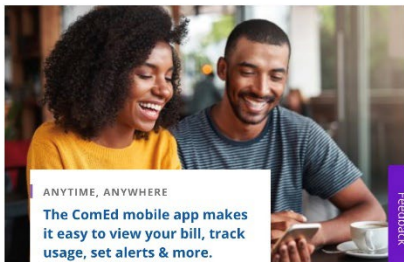
Note the inclusion of air quality products, which are a high priority in energy equity initiatives.



You Should Know...

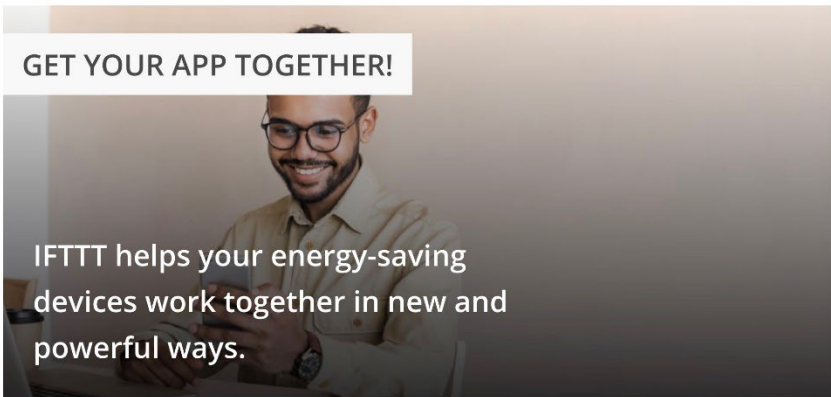


TAKE CONTROL
Connect a compatible smart home device to see energy usage data in near real-time.



ANYTIME, ANYWHERE
The ComEd mobile app makes it easy to view your bill, track usage, set alerts & more.

Feedback



GET YOUR APP TOGETHER!

IFTTT helps your energy-saving devices work together in new and powerful ways.

www.comed.com/WaysToSave/ForYourHome/Pages/SingleFamilyFAQs.aspx



How much can I save with the Home Energy Savings offering?

The average customer saves over \$125 a year on utility bills as a result of the energy-saving products installed during or after the visual assessment. You'll also learn about other ways to save, and other rebates offered by ComEd and your local natural gas utility. Individual cost savings are not guaranteed and may vary based on weather, usage habits and energy and utility charges. Income eligible customers who receive an energy efficiency retrofit with weatherization improvements and other home upgrades can save even more on their utility bills.

ComEd: Alternative paths and positioning



Weatherization
Save money and stay comfortable by reducing heat loss in your home.

Instant rebates may be available! [Sign In or Register](#)

Showing 13 Results Sort by: **Lowest Price**

Brand Price Sale Out Of Stock Rebate

Exclude Out of Stock Clear Filters

<p>SALE</p> <p>SIMPLY CONSERVE V-Seal Weather Strip - 17 ft. Roll List Price Starting At: \$4.76</p> <p>\$2.00 \$3.00 After a \$1.00 Instant Rebate</p>	<p>SALE</p> <p>MORTITE Gray Weatherstrip & Caulking Cord - 45 ft. List Price: \$5.98</p> <p>\$3.00 \$4.00 After a \$1.00 Instant Rebate</p>	<p>SIMPLY CONSERVE Fingertip Rope Caulk, 30ft Long, Grey List Price: \$4.98</p> <p>\$3.98 \$4.98 After a \$1.00 Instant Rebate</p>	<p>FROST KING Interior Window Shrink Kit (3-pk) List Price: \$7.98</p> <p>\$4.98 \$7.98 After a \$3.00 Instant Rebate</p>
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FREE & Discounted Energy Saving Products

Small changes can lead to big savings for you and your tenants. Take advantage of FREE energy-saving products, installed for FREE in tenant units and common areas.

- Programmable or ENERGY STAR® Certified smart thermostats*
- ENERGY STAR® certified LEDs and TLED lighting
- Exterior and garage LEDs
- WaterSense® certified showerheads and faucet aerators
- LED exit signs
- And more!

*Certain eligibility restrictions may apply. Certain products are FREE to all customers while others are free only to income eligible customers. Customers who do not qualify as income eligible can still purchase these select products at discount with a co-pay. Installed products may vary.

Maximize Your Property's Performance

Owners of multi-family buildings (3 units or more) and Public Housing Authorities are eligible for a FREE energy assessment that will help you understand how your property uses energy and recommend ways you and your tenants can save money and energy. The energy assessment will also provide more information on free and discounted products and equipment that are available for your property. Owners whose property is one or two units can refer to the [Home Energy Savings offering](#).

[FREE & Discounted Energy Saving Products](#) [Retrofits](#) [How to Apply](#) [Eligibility](#)

ComEd: Weatherization

- ComEd provides information, service, and product offerings for retrofits (some free)
- The utility targets renters, landlords, and homeowners
- Note reference to assessment and ongoing relationship to provide guidance and help



Retrofits

Save with deeply incentivized, and in some cases FREE* energy-saving upgrades that will help lower operating costs in the long-term. Incentives may be available for the following improvements:

- Energy efficiency retrofits with weatherization improvements, including air sealing and insulation
- Packaged terminal heat pumps and air conditioners
- High-efficiency furnaces and variable speed drives (VSDs)
- Cooling equipment including chillers, ACs, and refrigerators.

If you choose to implement a project recommended from your assessment, a single point of contact will be assigned to serve you throughout the entire project to help you select cost-effective solutions and manage bids from qualified Energy Efficiency Service Providers. We will provide ongoing construction oversight, project guidance, and will follow up with you once work is complete. If you choose to implement multiple projects, the same single point of contact will also assist you.

*Income Eligible qualified properties may receive free upgrades and higher incentives for retrofits. Installed products may vary.

Get Started

Visit the [Multi-Family Energy Savings Portal](#) or call [1-855-433-2700](#) to schedule your assessment.

Benefits

- Save your property and your tenants money on energy bills.
- Enhance tenant comfort with energy efficiency retrofits including weatherization improvements.
- Improve building safety with better indoor and outdoor lighting.
- Reduce your building's impact on the environment for healthier living spaces and a cleaner environment for future generations.

Questions? View the [Multi-Family Savings FAQs](#)

Property owners and managers: establish agreements with ComEd to provide uninterrupted electric service to your units. Visit the [Property Manager Portal](#).



[Home](#) > [Smart Energy: My Green Power Connection](#) > [Solar for Home & Business](#)

Smart Grid & Smart Meter

+

Innovation & Technology

+

My Green Power Connection

-

Solar for Home & Business

-

Private Solar

+

Community Solar

+

Solar Guide

Solar Rebates

Developers & Contractors

+

FAQs

Solar Energy



Private Solar

Learn more about solar energy and available options.



Community Solar

Learn how you can be part of community solar.



Solar Guide

Which solar is right for you? We'll guide you through.



Solar Rebates

Find distributed generation rebates for residential, commercial, and industrial customers.



LAUNCH OUR
Solar Calculator

Private Solar

Solar Calculator

Use our solar calculator to estimate your solar project costs and potential savings.

Solar 101

Learn more about solar energy and available options.

Getting Started

Find out the process for installing rooftop solar at your home or business.

Solar Incentives & Credits

Learn about incentives and credits that can help lower the cost of installing solar.

Scope comparison: Range of BTM offerings



Utility	Weatherization	Smart thermostat	Lighting	HVAC	Appliances	Private solar	Home storage	EV charger
FirstEnergy®								
Dominion Energy								
PG&E								
FPL	Low-income program	Third-party referral only						
SRP®								
comed™ AN EXELON COMPANY								

Summary of findings



- Integration of product offerings with pricing and program participation plans makes sense from a customer perspective
- Encouraging use of human guides and home energy assessments is positive because it's complicated to sort through the options
- Not enough context or conceptual guidance provided to customers in most cases to understand the full benefits or see the bigger picture
- “Merchandizing” and user experiences could be improved
- So much emphasis is placed on saving money that other motivations for purchasing BTM products are ignored or overlooked

Phase 2 research (spring/summer 2023)



- Follow-on work will dig deeper into efficacy of programs and approaches
- Additional metrics: conversion rates, transactions completed, customer satisfaction benefits
- What are the goals of the programs from the utility perspective?
- Which offerings are reaching the most customers?
- Which are the biggest revenue generators and most profitable?
- Are any offerings used as loss leaders to engage customers?
- Which have a measurable or anecdotal impact on customer satisfaction?
- Who is paying for the marketing?
- For dedicated marketplace apps: internal versus third-party development

Questions?



Next steps



Gain access to the deck and recording in 24 hours



[Register now](#) for our BTM case study webinar with FirstEnergy on May 17, 2:00–3:00 p.m. ET



Be on the lookout for phase 2 of this research

Contact



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To the Point

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E Source

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