



Bureau of
Energy Resources,
United States
Department of State



National
Association of
Regulatory
Utility
Commissioners

Stakeholder engagement in Michigan

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Michigan Agency for Energy
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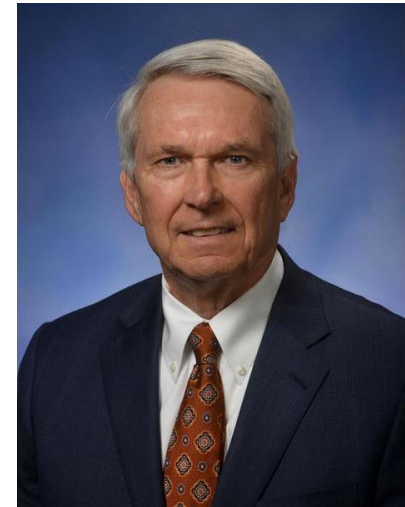
- ❑ Michigan Public Service Commission-responsible for educating consumers to make informed utility decisions
- ❑ 1989 to 2011: annually hosted Consumer Forums around the State of Michigan
 - Six to seven locations a year
 - 2003: attendance at the forums began to decline
 - 2011-400 attendees at seven forums (including utility staff, support agencies, and MPSC staff)
 - Significant staff time to prep and attend



Commissioner
Sally Talberg



Chairman
John Quackenbush



Commissioner
Norm Saari



- ❑ 2012: staff developed an outreach plan to replace the traditional Consumer Forums
- ❑ Components included:
 - Simple and relevant messages that coincide with consumer tips
 - Assisting customers with electric, natural gas, and telecommunication complaints
 - Utility meter access-AMI meters
 - Understanding your electric or natural gas bill
 - Energy savings
 - Specific protection for senior citizens
 - Information for low Income citizens



- ❑ 2014: Commission approved creation of new Outreach and Education Section in Customer Service Division
 - Staff is devoted exclusively to the Agencies outreach and customer education activity
 - Section developed an expanded outreach message

- ❑ 2015: Customer Service Division becomes a part of the newly created Michigan Agency for Energy
 - Integrating message to Reduce Energy Waste

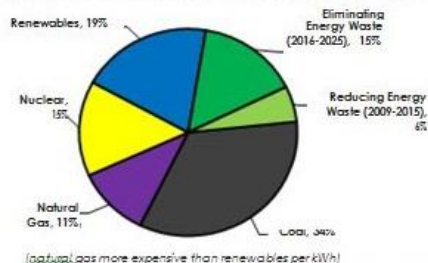


MICHIGAN'S ENERGY FUTURE

Ensuring **affordable, reliable, adaptable, and environmentally protective** energy

ADAPTABILITY

Goals for our Future: Michigan's Potential Electricity Mix in 2025



- It's important to act now to make sure we have the tools to solve our own problems and keep decision-making in Michigan, not in Washington D.C.
- Michigan should meet **30 to 40 percent** of its power needs from our cleanest sources by 2025.
- We must reduce coal and replace it with newer, cleaner technologies.
- Michigan is a top 10 state in terms of dependence on coal. We can do better.

RELIABILITY



- 2011: Average of **1.13** outages a year per customer. Today, it's **0.8**. There's still more to do.
- Deploy **smart meters** to help locate outages and restore power more quickly.
- **More investments** to keep our power grid and pipeline system working smoothly and safely.
- Make changes to our electric market structure to ensure **we never experience massive outages** due to lack of supply.
- Empower regulators to determine when we may face a shortage, tools to address it, and ensure that all electric providers are required to protect their customers by ensuring the infrastructure we need will be there to serve them.



MICHIGAN'S ENERGY FUTURE

Ensuring **affordable, reliable, adaptable, and environmentally protective** energy

AFFORDABILITY



- Eliminate energy waste by investing in our homes and businesses – achieving at least **15 percent more** of Michigan's energy portfolio in the next decade.
- Allow **on-bill financing**, helping families and businesses replace old furnaces and water heaters.
- Help utilities and large job creators **reduce waste** by encouraging pricing to suggest heavy use during off-peak hours



ENVIRONMENTALLY PROTECTIVE



- Reducing mercury emissions, pollution that creates acid rain, and particles in the air for the **health of Michigan**.
- **Take environment into account** when making energy decisions and ensure our energy portfolio continues to get better over time in controlling pollutants.
- Set new rules for high volume hydraulic fracturing to help **strengthen protection of our water**.



Enhanced Outreach Plan

- ☐ Developed expanded list of targeted population groups and relevant messages
- ☐ Use Salesforce to compile an ongoing list of stakeholders and community partners - provides additional avenues to broaden distribution of messages
- ☐ Creation of a public calendar of outreach events
- ☐ Continued participation in all utility hosted Customer Assistance Days
- ☐ Listserv - revived the MPSC Customer Service Listserv to distribute relevant and timely energy messages to interested stakeholders, community partners, and consumers
- ☐ Speakers Bureau - developed brief PowerPoint presentations on consumer tip information for staff to present at community events
- ☐ Expand social media presence



❑ Key constituency groups

- Senior citizens
- Low income customers
- Small businesses
- Legislators and local government officials
- Colleges and universities
- Churches and other non-profits
- Active military and veterans
- Migrant community
- Hispanic, Asian-American and Middle Eastern Americans



❑ Outreach Impact

- 2012 attended 40 events, contacting 4,500 citizens
- 2013 attended 73 events, contacting 9,500 citizens
- 2014 attended 75 events, contacting 11,300 citizens
- 2015 attended 62 events, contacting 6608 citizens
 - As of July 2015



Primary communication materials

- ☐ Website
 - www.michigan.gov/energy
 - www.michigan.gov/mpsc
- ☐ Consumer Tips
- ☐ Energy Savers Booklet
- ☐ Public Service Announcements
 - <https://www.youtube.com/watch?v=EJPAihNgcEU> - Senior Citizen PSA
 - https://www.youtube.com/watch?v=_cLjhngR1cM - Propane PSA
 - <https://www.youtube.com/watch?v=9KPILB-eRfs> - Power Outage Credit
- ☐ Press Releases
- ☐ Department Social Media

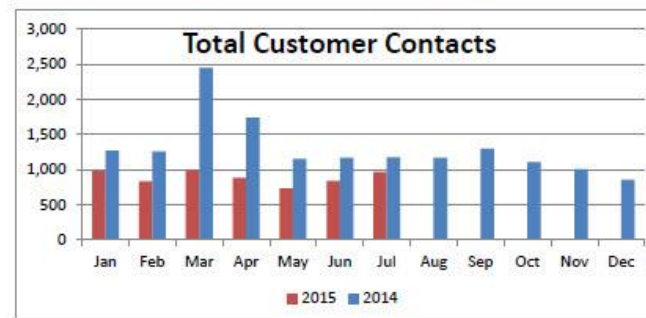


MiEnergy Michigan Agency for Energy		SCORECARD Customer Service Division July 2015					MPSC Michigan Public Service Commission
#	Metric	Trend	Current	Last Year	YTD	2014	Metric Definition
1	Total Customer Contacts	↓	967	1,172	6,228	15,634	Total number of cases and dispositions
2	Energy Contacts	↓	653	660	4,267	9,924	Number of electric and natural gas contacts
3	Telecom Contacts	↓	161	213	1,016	2,171	Number of telecommunications contacts
4	Business Contacts	↓	55	77	385	946	Number of cases created by business accounts
5	Energy Days to Close	⇒	8	8	10	12	Average days to close for energy cases sent to company for response
6	Telecom Days to Close	↑	8	12	11	19	Average days to close for telecommunications cases sent to company for response
7	Formal Complaints	↑	3	4	9	47	Number of formal complaints found prima-facie.
8	Outreach Events Attended	↑	5	1	62	75	Number of outreach events attended by CSD staff.
9	Constituents Contacted	↑	341	60	6,608	11,885	Estimated number of constituents interacted with at outreach events.
10	Inbound Calls	↓	911	1,094	6,228	14,215	Number of inbound calls to the call center.

Top Customer Concerns	#	%
Energy	653	100%
Outages/Interruptions	89	14%
Cancellation of Contract	48	7%
Shutoff	44	7%
Telecom	161	100%
Billing Charges	27	17%
Repair Problems	23	14%
Internet/DSL	18	11%

Top Business Concerns	#	%
Total	55	100%
Outages/Interruptions	7	13%
Billing Charges	6	11%
Service	5	9%

%	#	How Are Customers Contacting Us?
100%	967	Total
67%	646	Call Center
28%	266	Web
3%	30	Referral





Walk for Warmth



Coalition to Keep Michigan Warm



Ideas for Life



Senior Power Day