



**THAW** THE HEAT AND WARMTH FUND  
*Neighbors Helping Neighbors In Need*

2013 Michigan Energy Public Forum

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**Energy...**  
An essential commodity...  
consumed before it's paid for.

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# Affordability...

We have a system that extends credit to people whom are unable to pay.

# Reform...

Changes are needed to drive new behaviors that lead to self-sufficiency among low-income energy customers.

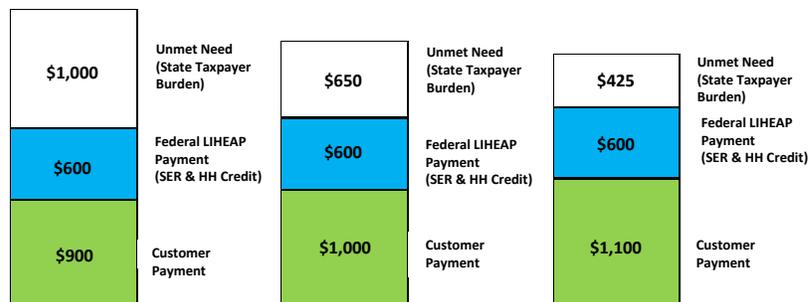
We believe all households  
have the potential to use  
less energy...

And, for those in need,  
to make a greater  
contribution toward the  
energy they use...

But the current system does not inspire that potential...

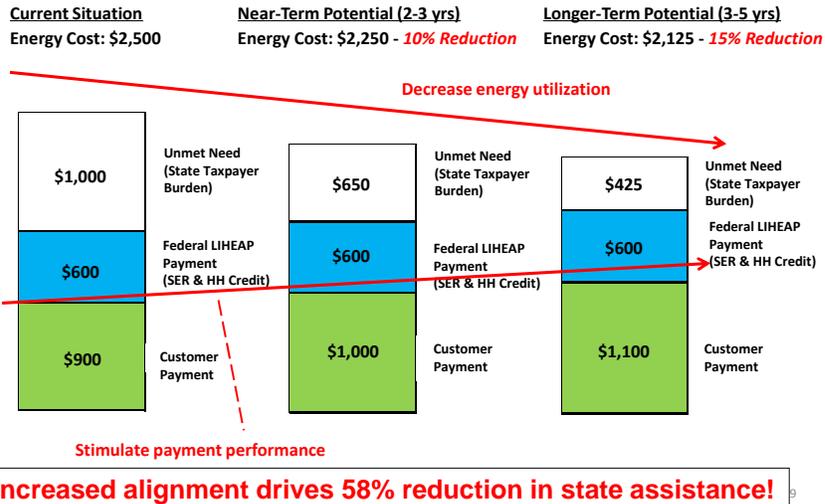
## What does a Win-Win-Win look like?

<u>Current Situation</u>	<u>Near-Term Potential (2-3 yrs)</u>	<u>Longer-Term Potential (3-5 yrs)</u>
Energy Cost: \$2,500	Energy Cost: \$2,250 - <b>10% Reduction</b>	Energy Cost: \$2,125 - <b>15% Reduction</b>

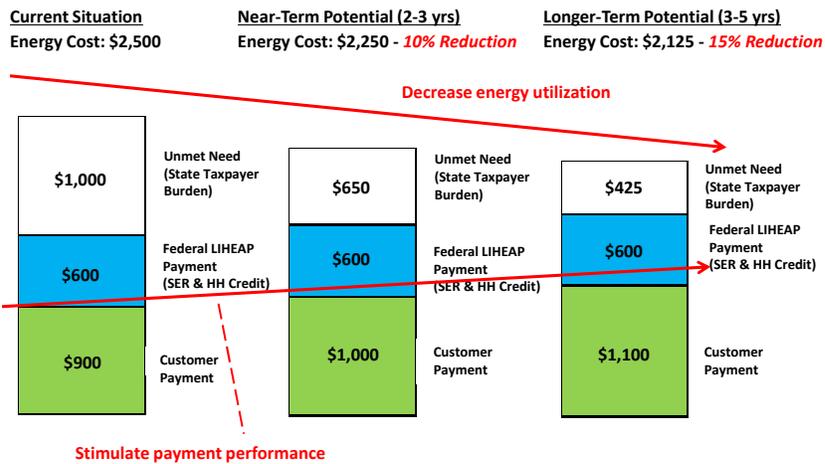


\* Assumes constant weather, utility rates, federal LIHEAP payments

## What does a Win-Win-Win look like?



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## Public/Private Partnerships



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# Guiding Principles

- Meet customers where they are
- Give customers control
- Enable quick customer wins

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## “Clear Control”

- 10-Month Pilot (beginning April 2013)
- Flint, MI
- 30 participants
- Modified payment cycle - frequent billing
- Arrears set aside
- Daily communication about consumption and dollars owed
- Payment incentivized with arrears forgiveness
- Quick access to pre-approved aid

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## Reform...

should enable agencies like THAW  
to move from transaction-based  
to solutions-based.

# Reform...

Should move low-income customers from being energy insecure to being in control of the energy they use.

# Thank You

