



DTE Energy®

MIGreenPower

Marketing Community Renewable Energy

3CRE

March 20, 2019



Since 2017, DTE has offered a voluntary renewables program providing customers the option to increase their renewable energy usage



- ☑ **Increase renewable energy usage up to 100%**
 - MI GreenPower (MIGP) is a voluntary green pricing program designed for any customer wishing to go beyond the 12.5-15% renewable energy that they receive from DTE's generation fleet

- ☑ **Simple enrollment with flexible terms and no up-front payment**
 - Program requires no up-front investment, no operating and maintenance obligations, and no long-term commitment

- ☑ **Renewable Energy is sourced from both cost-effective utility-scale sites and a locally-sited solar array**
 - Pinnebog Wind Park (51 MW – Huron County, MI)
 - Lapeer Solar Array (48 MW – Lapeer, MI)
 - O'Shea Park Solar Array (2 MW – Detroit, MI)



Pinnebog Wind Park



O'Shea Park Solar Array




MIGreenPower is a cost-based program that offers subscribers a fixed fee option to attribute up to 100% of their energy use to renewable energy



- ☑ Fixed subscription fee based on levelized cost of the assets
- ☑ Customers receive an on-bill energy and capacity credit
- ☑ Renewable energy credits (RECs) are retired on behalf of the subscribers
- RECs generated through the MIGP program are retired on behalf of the enrolled customers through the Michigan Renewable Energy Certification System (MIRECS)
- ☑ MIGreenPower is a Green-e Certified program



Lapeer Solar Array

		
<p>Local</p> <p>Joining the MIGreenPower program enables you to support renewable energy production in Michigan. The growth of renewable resources in our state creates local jobs in the clean energy industry and reduces your overall carbon footprint.</p>	<p>Flexible</p> <p>Program participation is structured in five percent increments, giving you the power to choose the level of impact that works best for you. You can attribute anywhere from 17.5 to 100 percent of your energy use to renewable energy.</p>	<p>Affordable</p> <p>Both residential and commercial customers can use our environmental impact calculator below to find a participation level and financial contribution that works best for you.</p>

Program Benefits

MI GreenPower offers several benefits to subscribers, such as reduced carbon emissions and the creation of clean energy jobs



Reduces carbon and other emissions in Michigan, helping to ensure a cleaner future for our children

Promotes renewable energy development in Michigan – providing jobs and investment in a clean energy economy



Provides a hedge against increases in rates

Allows customers access to renewable energy without a long-term commitment, high barrier to entry, or a fixed asset



Since launching MIGreenPower in April 2017, DTE has refined its marketing approach to grow enrollment in the program



☑ MIGreenPower was launched April 3, 2017

- Partnered with a national leader in voluntary renewable program marketing to lead effort

☑ Marketing efforts have been refined to stimulate enrollment growth

- Initial focus centered on developing the process and infrastructure to support enrollment
- In 2018 we ramped up customer outreach and more than tripled enrollment
- For 2019, we are refining our marketing efforts with the objective of lowering customer enrollment costs

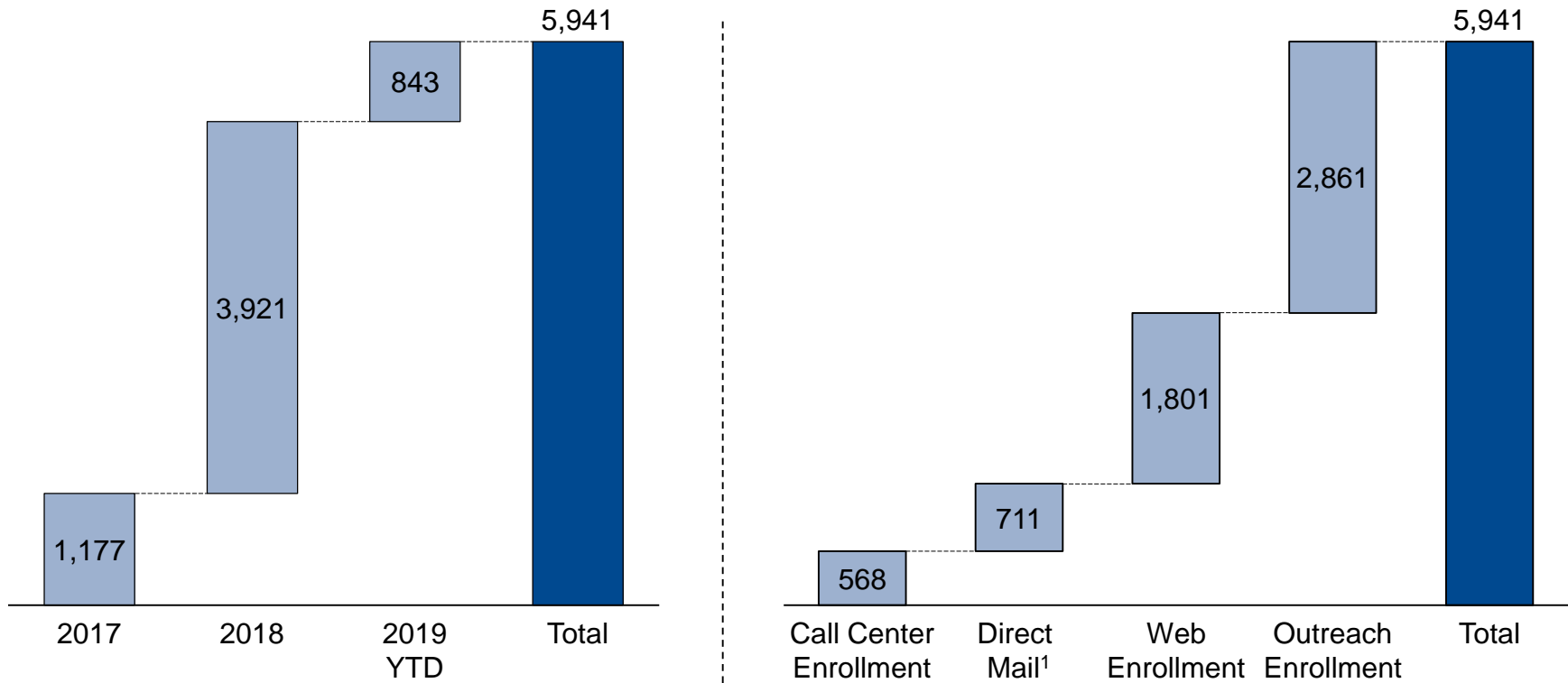
☑ Following a proven marketing strategy

- What/Why? Offer a renewable energy product with no upfront cost and flexible terms for customers interested in investing in renewable energy to reduce their carbon footprint
- Who? Targeted segments with a propensity for sustainability/green initiatives
- How? Marketing tactics include door knock, event sponsorship and tabling, blog posts, print articles, email blasts, bill inserts, direct mail

MIGreenPower has ~6,000 customers enrolled receiving over 23,000 MWh of renewable energy annually



MIGreenPower Enrollments to Date



1. Direct mail enrollments were only driven by current GreenCurrents customers who were sent a mailing with the option to reply by mail if they wanted to convert to MIGreenPower now that GreenCurrents is ending

DTE has seen some success with web-based enrollment through multiple means of online marketing...



Navigation to site

- Internet searches, embedded links, etc.

Targeted email blasts

- Sent four targeted email blasts
- To date, the emails have a relatively low click through rate of ~1%

Highlighting program through articles

- Issued 28 articles highlighting program and sent two bill inserts

SUPPORT CLEAN ENERGY SOURCES IN MICHIGAN



How it works:

1. DTE produces renewable energy from wind and solar projects in Michigan.
2. Enroll in MI GreenPower to support renewable energy development in Michigan. Attribute more of your energy use to wind and solar projects.
3. Choose the level of impact that works best for you. Program participation is reflected in your monthly DTE bill.
4. Receive your welcome kit and become a proud supporter of wind and solar power in Michigan.

Celebrate Earth Day all year long

DTE Energy makes it easy to support a healthier planet. Enrolling in MI GreenPower means you can reduce your carbon footprint while supporting clean energy in Michigan for generations to come.

Sign up for
MI GreenPower
today.

Learn more

Enroll now



MI GreenPower



Have questions
Call us at 855.613.4445

... though DTE's experience with outreach through courtesy knocks and event staffing has shown greater levels of program enrollments



Event Staffing

- DTE has staffed events such as Earth Day, Detroit Zoo, Michigan Theater, Jazz Fest

Courtesy Knocks

- Conducted courtesy knocks where typical sign up is 1 per hour

GreenCurrents Conversion

- DTE has been calling GreenCurrents customers to convert to MIGP now that GreenCurrents is ending



For 2019, we are refining our marketing efforts with the objective of lowering customer enrollment costs



- ☑ Decreasing program management and consulting services with marketing outreach team
- ☑ Reducing high-cost event sponsorships
- ☑ Increasing low-cost digital outreach, including email blasts and social media
- ☑ Improving ease of access to MIGreenPower

