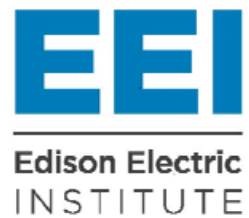


May 2017

# The Lexicon Project



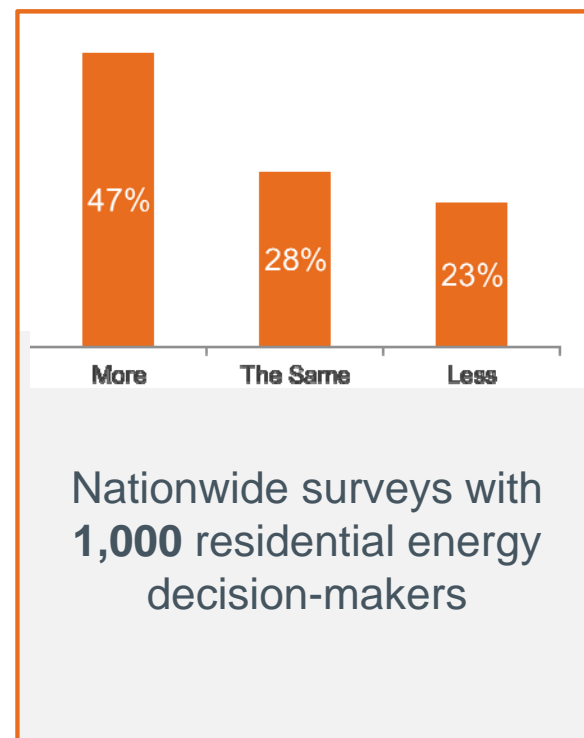
is our language getting in the  
way of our success?



Expert interviews with member companies + EEI's subject matter experts to develop definitions and terms



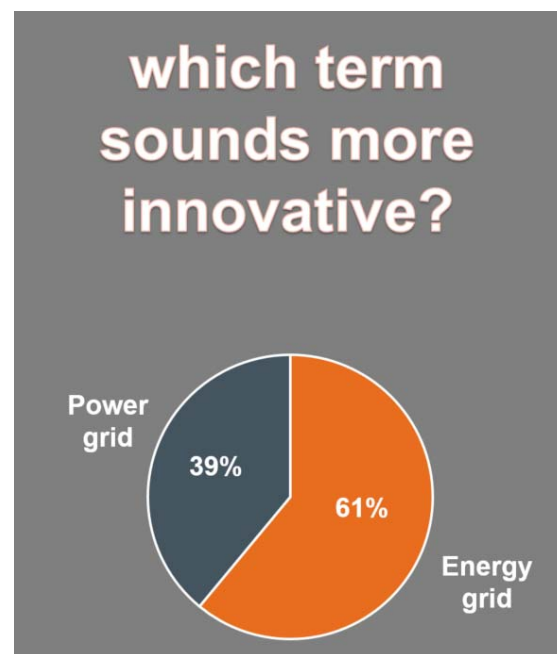
Instant Response sessions with Energy Decision Makers:  
Raleigh: regulated  
Chicago: deregulated



the process.

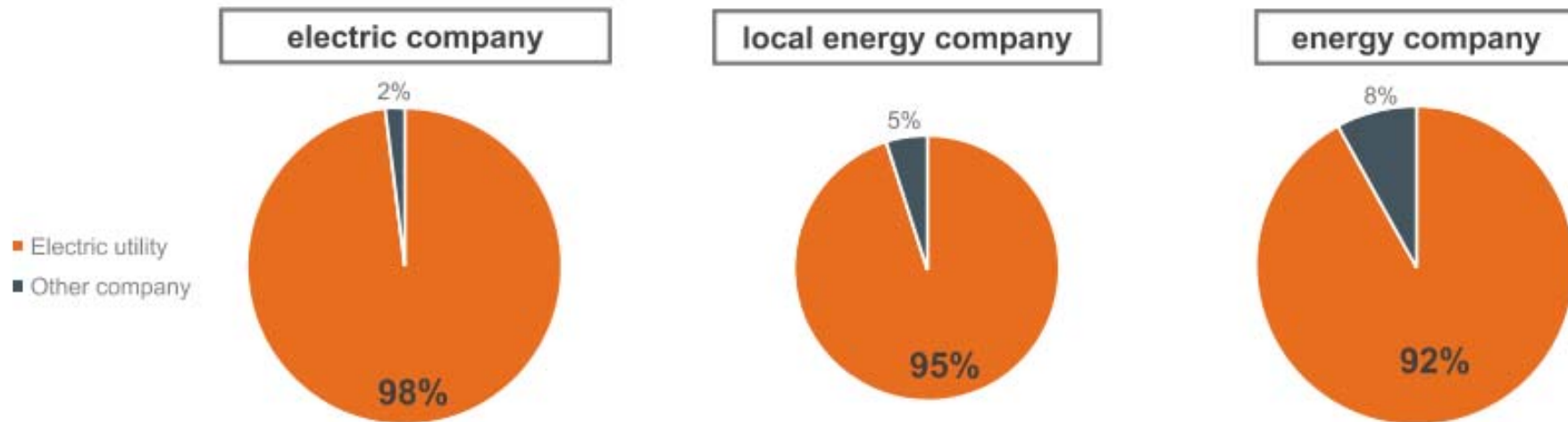
**The Basics: Who we are**  
**The Future: Where we are going**

we said	they heard
Utility	<ul style="list-style-type: none"> <li>• Old</li> <li>• Monopoly</li> </ul>
Electricity	<ul style="list-style-type: none"> <li>• Limited, Expensive</li> <li>• “Electric” is more positive</li> </ul>
Power	<ul style="list-style-type: none"> <li>• Associated with technology</li> <li>• Commonly used</li> <li>• Less resonant than energy</li> </ul>
Energy	<ul style="list-style-type: none"> <li>• Modern</li> <li>• Associated with future terms</li> <li>• Broad (too broad?)</li> </ul>



what we heard.

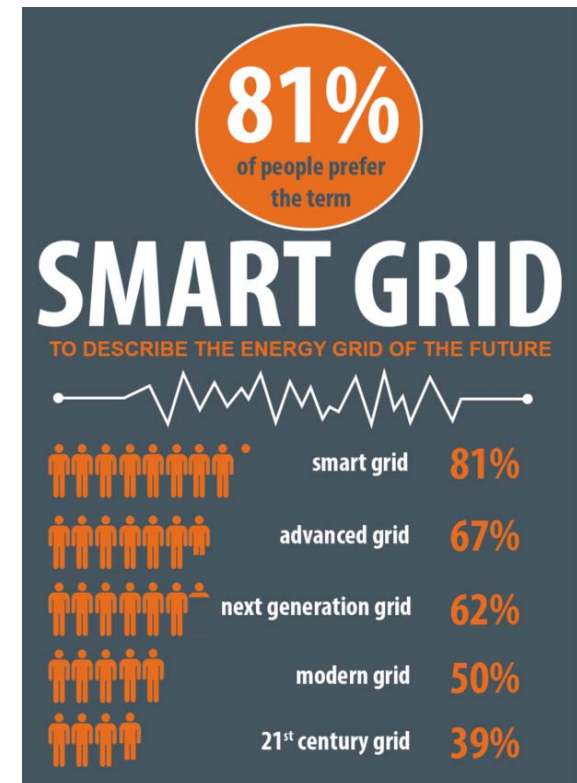
+ “What is the first company that comes to mind when you hear...”



the basics: what to call ourselves .

## “Smart”

- + the most positive single word for the industry to own
- + speaks to **innovation**, **efficiency**, and **continuous improvement**
- + positive connotations far outweigh negatives



what term do we want to define our future?

## language for today

## language for our future

✓ We are in the **energy business...**

✓ We are **energy companies...**  
Use "**electric companies**" when specificity is needed

✓ We are **next-generation energy companies...**

✓ That operate and use the **energy grid...**

✓ That operate and use the **smart grid...**

✓ To **efficiently deliver...**

✓ To give customers **more control**, **greater flexibility**,  
and **more choices**

✓ **Affordable, reliable, and safe energy...**

and...

✓ To respond to outages **more quickly**,  
✓ To seamlessly connect with **cleaner energy** sources,  
✓ To **better secure** the grid from attacks

✓ To our **customers**

the basics: key terms .

from	to
utility of the future	<b>next generation energy company</b>
evolving distribution system, grid transformation	<b>building smarter energy infrastructure</b>
advanced grid	<b>smart grid</b>
advanced meter	<b>smart meter</b>
demand response	<b>smart usage rewards</b>

summary: the future of the energy grid.

from	to
de-carbonization	<b>reducing carbon footprint</b>
fuel mix	<b>balanced energy mix</b>
low carbon energy	<b>clean energy</b>
green energy	<b>renewable energy</b>
intermittent sources	<b>variable sources</b>
distributed generation	<b>private generation</b>
baseload generation	<b>24/7 power sources</b>
generation capacity	<b>power capacity</b>

summary: leading the way on clean energy .

**the language is being used...**



"We support renewable energy. We are a developer of wind, and solar, not only at the large-scale, but at the commercial level for **private solar**. We have always been for renewables." – Exelon CEO Chris Crane

PR Newswire  
a CISION company

SAN DIEGO, April 15, 2016 /PRNewswire/ -- Over the last eight months, **San Diego Gas & Electric** (SDG&E) has helped **nearly 3,000 private solar customers collectively save more than \$3 million** on the costs to go solar.

Typically, homes built before 1995—or nearly three quarters of San Diego homes—require electric panel upgrades before connecting **private solar**.



"Across the country state legislatures and/or utility regulatory commissions in more than 30 states are evaluating current net metering policies and are taking steps to update them to eliminate the shift in costs from customers with **private solar** systems to customers without these systems," said Jeff Ostermayer, a spokesman at Edison Electric Institute (an association representing investor-owned electric companies in the United States) by email.

maslansky  
+partners

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PG&E is teaming up with GE to demonstrate a distributed energy resource administration system (DERMS), with Enphase Energy to install and test smart inverters, and with SolarCity to install and test smart inverters and battery storage systems for **private solar** customers. The demonstrations will evaluate to what extent the DERMS technology enhances the stability and power quality of the grid and optimizes solar generation and power-flow administration, as more customers adopt solar.



Inside Energy Reads: How 'Rooftop Solar' Became '**Private Solar**'

private solar.

# 88% OF VOTERS AGREE:

Like a diversified stock portfolio, a **balanced energy mix** just makes sense.

**Would you invest all of your money in one stock?  
Probably not. The same goes for energy.**

That's why it's important to design and engineer a balanced energy mix including:  
nuclear, 21st century coal, natural gas, solar, wind, hydro and energy efficiency.

Source: Morning Consult conducted a poll of 2,032 registered voters from April 15-17, 2016. The survey had a margin of error of +/- 2%



VOICE OF THE COMMUNITY SINCE 1936

## MICHIGAN CHRONICLE

"DTE Energy is Michigan's leading provider of and investor in solar energy. These projects further DTE's commitment to develop a **balanced energy mix** that enables us to provide affordable, reliable and clean energy to our customers," said Meador.

maslansky  
+partners

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"This helps provide our customers with a more **balanced energy mix** using both traditional fuel sources and renewable energy sources," Melody Birmingham-Byrd, president of Duke Energy Indiana, said. "We are pleased to partner with the Navy on a project that will deliver clean energy to Indiana customers, and improved energy security for the Navy."



"We believe that the best energy mix is a **balanced energy mix** with not too much renewable energy or coal," Minnesota Power spokeswoman Amy Rutledge told the newspaper.

# balanced energy mix.



Florida power and light invests in smart grid



FPL's patent-pending proactive ticket notification system utilizes smart grid technology to provide advance warning for customer outages, enabling dispatchers to send work crews to resolve issues before customers are even experiencing problems.

"At FPL, we are building a stronger, smarter energy grid with which to deliver electricity our customers can count on in good weather and bad," Eric Silagy, president and CEO of FPL said. "Our team is continuously looking for ways to leverage smart grid technology and information from our more than 4.8 million smart meters and thousands of intelligent devices across the grid to monitor the health of the system."



## NV Energy Announces New Smart Grid Sensor Initiative to Enhance Electricity Reliability for 1.2 Million Customers

LAS VEGAS, Oct. 27, 2016 /PRNewswire/ -- NV Energy today announced a new reliability improvement program that utilizes sophisticated sensing technology comprising smart grid sensors and software to monitor remote substations and distribution power lines throughout Nevada. The aim of the project is to provide greater reliability of the electric supply for NV Energy's customers as well as millions of tourists.



## FPL Invests in Smart Grid for Naples

smart grid.



## Atlantic City Electric Receives Approval for Base Rate Adjustment



Energy for a changing world.™

“In order to further improve our electric system and continue providing quality service, it’s important that we build smarter energy infrastructure and upgrade our existing electrical systems,” said Vince Maione, Atlantic City Electric region president. “The distribution rate



Edison Electric  
INSTITUTE

The Power Grid Clean Energy Customer Solutions Innovative Partnerships Game Changers People In Power



## Building a Smarter Energy Infrastructure



This week is National Infrastructure Week, an initiative highlighting why “Infrastructure Matters” across industries. Our nation’s energy grid is the critical infrastructure that efficiently delivers reliable and safe energy so we always get the power we need. For America’s electric power companies, modernizing our energy grid to make it smarter, more dynamic, and more secure is a priority.



“We work every day to keep costs as low as possible for our customers,”

said Clark Gillespy, Duke Energy state president -- South Carolina. “We have made significant investments in recent years to build a smarter energy infrastructure to meet the needs of a growing customer base, and to comply with rigid environmental requirements at the state and federal level. These investments are the main reason for the proposed increase.”

# smarter energy infrastructure.

# **The Fundamentals of Rates**

# Regulatory rate review

was preferred

4 to 1

over

rate case

rate case

what to call it:

**regulatory rate review**

how to define it:

a **public process** where  
**independent** state commissions  
**determine** energy rates

Q. What is the best name for this process? (followed "Which approach to setting utility rates do you support most?")

it's not what you say,  
it's what they hear®.

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