

→ Delivering utility programs that benefit customers from all walks of life



"I've participated in segmentation studies in the past, but not near to this depth. There's a lot to absorb. We will continue to dig into the findings and see where it can help inform program design and marketing. I've done demographic work since I started working for this company but not to this level of knowledge that ICF has provided here."

–Jeff Brown, Consumers Programs Manager, PSO

ICF brings decades of experience designing and delivering energy and climate policies and programs with a focus on [decarbonization](#), [flexible load management](#), [electrification](#), and [customer insights and incentives](#). Our forward-thinking and innovative services create new customer pathways and richer relationships with energy companies, yielding greater results as they pursue more equitable program offerings.

Equitable engagement starts with better customer insights

The growing national attention to racial and economic disparities is driving utilities to take action to measure, understand, and improve the fairness of their energy programs and portfolios. These efforts start with the recognition that most utility programs and portfolios fall short of serving all customers equitably. Compared to households with above median income, disadvantaged households often face disproportionately large energy burdens and struggle with energy insecurity. In fact, the benefits of utility programs often reach a disproportionately small number of disadvantaged households who also tend to receive fewer rebate dollars.

ICF's equity insights and engagement program helps utilities **measure and enhance program equity while reducing customers' energy burden using a three-pronged approach:**

1. Establish a set of equity metrics that measure and characterize program inequities.
2. Reward customers for providing insights on the unique challenges faced by disadvantaged households while enhancing customer loyalty.
3. Develop, refine, and implement targeted outreach strategies designed to increase equitable access to energy programs for all customers.



Equity metrics and index. Our approach combines utility program data with proprietary data sources to calculate a range of equity metrics at both the program and portfolio level. These metrics assess differences in customers' energy burden, program participation, and distribution of incentive funding across households and neighborhoods based on income, ethnicity, and other variables of interest. We provide measures of inequities and maps to illustrate the geo-spatial distribution of equity measures across the utility territory. These metrics are then combined to estimate an overall equity index score.



Customer intelligence and loyalty. We gather targeted customer intelligence to learn more about the unique challenges of disadvantaged populations of interest through our partnership perks framework. This innovative and proprietary framework rewards customers for sharing insights, establishing social networks, and getting engaged with the utility—increasing customer loyalty and improving conditions for addressing equity challenges.



Targeted and tailored engagement initiatives. ICF's experts apply behavioral science, advanced data analytics, and newly gathered customer insights to optimize, target, tailor, and field test new program strategies. We update our equity metrics and indices to demonstrate how our innovative approach to behavioral optimization maximizes program participation across diverse groups and ensures you achieve your equity targets.

Contact us to learn how ICF's equity insights and engagement offering can help you exceed your goals.

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ICF (NASDAQ:ICFI) is a global consulting and digital services company with over 7,000 full- and part-time employees, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future.