



WATER & POWER
Serving Central California since 1887



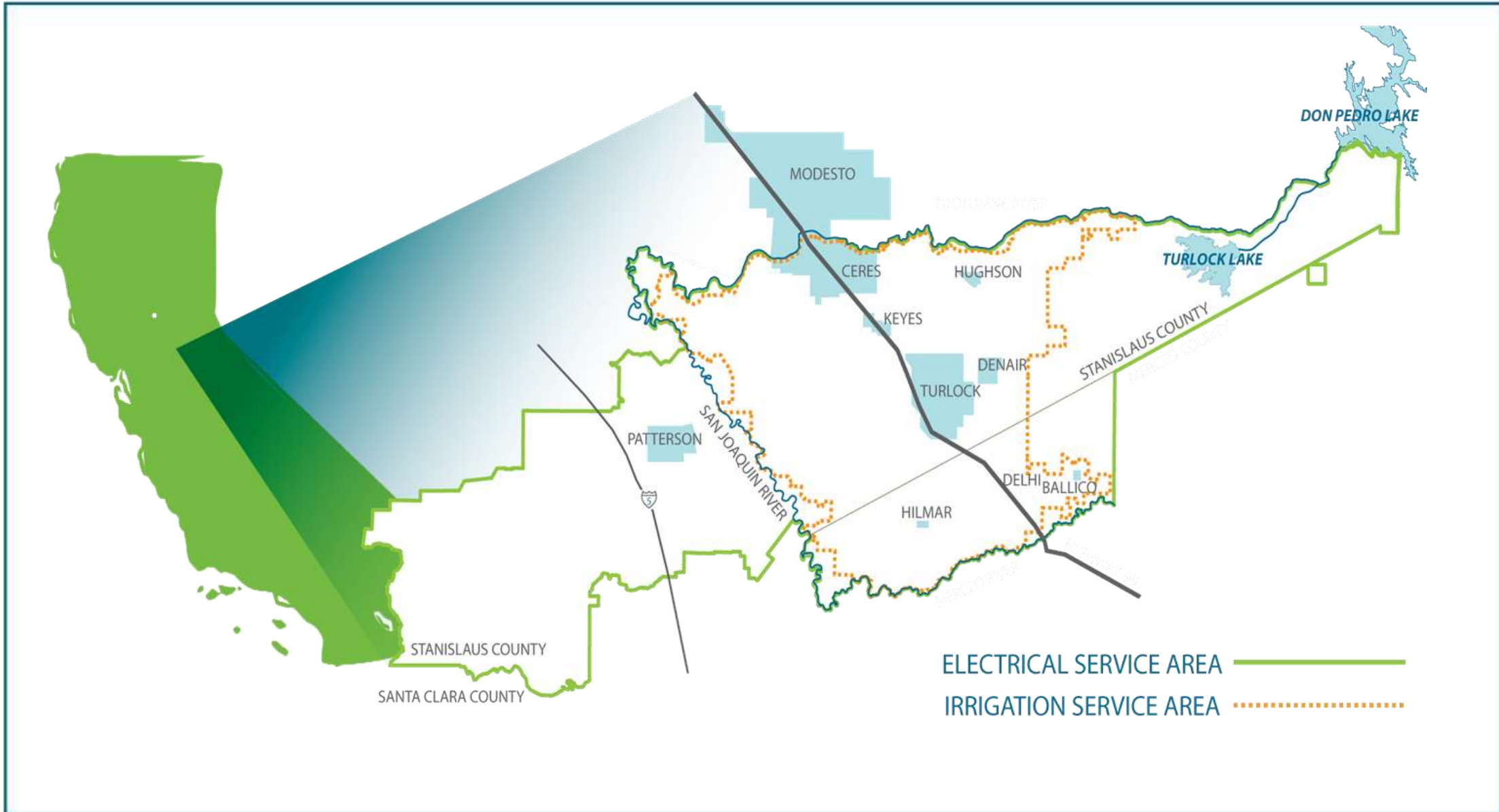
Utility Energy Forum

Unconventional Methods for Customer Engagement
04/26/24



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Turlock Irrigation District

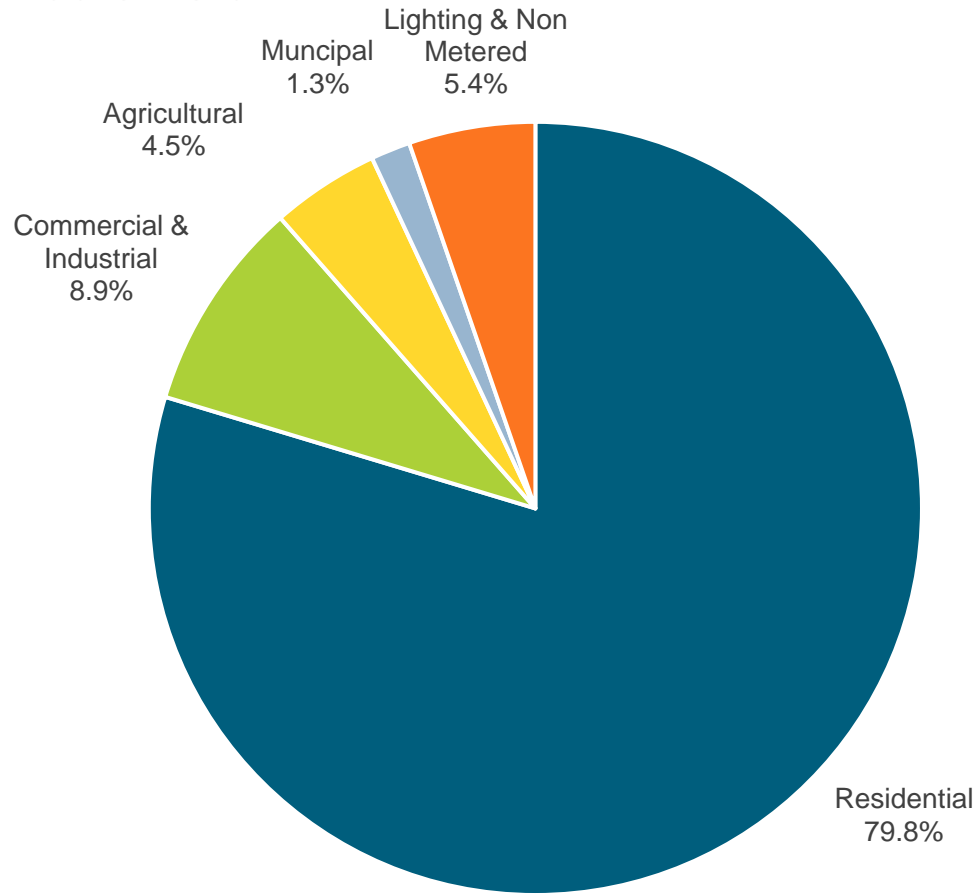




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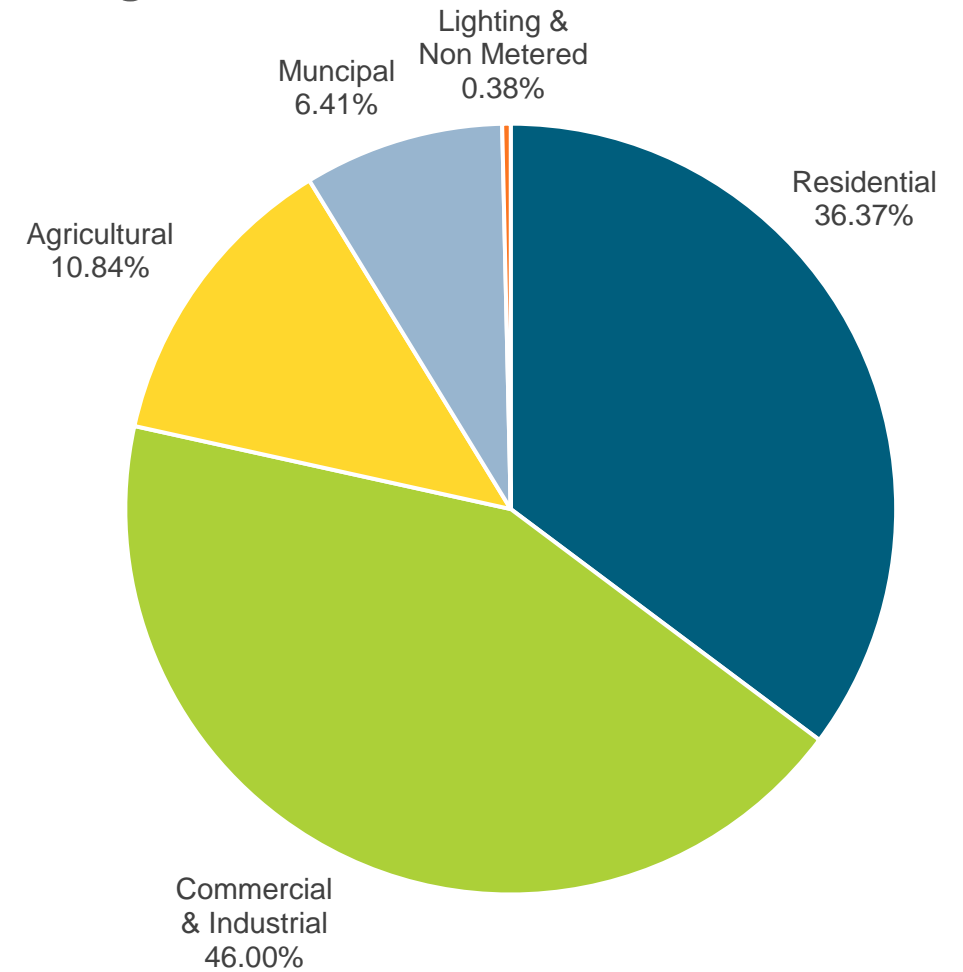
TID Customers

Customers



Accounts - 95,045

Usage



Consumption - 2,162,323 MWh's



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About Us: Then to Now

This is how we always did it.

Then we pulled back the curtain.





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Podcast

- 36 Episodes
- 35 Different subject matter experts

Episode topics include:

- Water Rights
- Project Nexus
- Hydrological Forecasting and Modeling
- Power Control Center
- and More



Listen here





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TID Operations and Facilities Tour



Take a virtual
Tour of TID





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Mobile Education Center





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Creating TID's Customer Academy



Planning & Application Process

- Leadership Endorsement
- Surveys
- Focus Groups
- Application Process



2023

48 applications
Cohort Size - 21
4 sessions

2024

58 applications
Cohort Size - 21
5 sessions



Evaluate

- | | |
|---|--|
| <p>Presenter</p> <ul style="list-style-type: none"> • Delivery • Content | <p>Program</p> <ul style="list-style-type: none"> • Topics covered • Overall impression |
|---|--|





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The Curriculum



Establish a Baseline

- Electricity 101
- What happens when the power goes out
- Generation facilities
- Procurement of power



TID's Goals

- What it means to be a Balancing Authority
- Resource planning
- Advocacy
- RD&D Projects



Customer's Goals

- Rebate resources
- Payment assistance
- Electrification
- How mandates will affect customers
- Sustainability goals

Outcome



“I left with a huge appreciation of TID and staff, and have a huge sense of pride to be part of this district.” – Steve, 2022 Customer Academy Participant

“This is a nice service provided by TID to customers... we are lucky to have local control resulting in affordable power costs and dependability.” – Dan, 2023 Customer Academy Participant

**“I was impressed with the enormity of the water and power operations. The employees seem to be highly motivated and like working for TID which accounts for the quality of the provided services.”
– Donald, 2024 Customer Academy Participant**



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Stay in Touch

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**Scan to access TID's
Customer Academy
Tool Box.**

