



## Large Midwestern Utility Engages ICF for Demand Response Program Support

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### ICF To Provide Program Management, Marketing, Customer Care and IT Support for Demand Side Management Program

FAIRFAX, Va., April 17, 2018 /PRNewswire/ -- A large Midwestern investor-owned utility has selected [ICF](#) (NASDAQ:ICFI), a global consulting and digital services provider, to provide program management, marketing, IT and customer care support for its demand side management program. The utility awarded ICF multimillions in purchase orders in the first quarter of 2018 and [fourth quarter](#) of 2017.

"The demand response program will permit the utility to use recent technology advancements to drive cost-effectiveness, to provide localized benefits to the grid and to strengthen the relationship with its customers," said [David Pickles](#), senior vice president for ICF. "ICF is proud to work with our client to build a scalable program that will bring more choice to its customers and position the utility as a progressive leader in the future of demand response and distributed energy resource (DER) programs."

ICF will partner with the Midwestern utility to implement a demand response program which includes integrating with the client's distributed energy resource management system (DERMS) with programmable communicating thermostats (PCT) as the first connected devices, then enrolling 40,000 customers in the program. Specifically, ICF will provide overall program management including marketing, customer care and IT support and serve as the PCT deployment services lead.

"The success of these technologies relies on utilities' ability to distill complex offers into a clear, motivating call-to-action for customers—one that offers a seamless enrollment process and superior customer communication and support, year after year," said [Jeff Adams](#), senior vice president for ICF. "ICF knows how to bring the right people and the right technologies together to break down these complexities and clearly articulate the value demand response and DER programs bring to customers."

For almost 10 years, ICF has delivered over 150 demand side management programs for more than 50 utilities across the United States, including managing numerous energy efficiency programs for this Midwestern client. As utility revenue models evolve, ICF's in-house demand response program design and implementation experts can help clients procure, manage and deploy DERs to benefit customers and the grid, and plan for the evolving role of DER as part of an overall clean energy strategy.

Read more about ICF's [DER integration](#) and [customer engagement](#) services and stay up to date on current issues and perspectives in the industry through ICF's blog [The Spark](#).

#### About ICF

*ICF is a global consulting services company with over 5,000 specialized experts, 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. Learn more at [icf.com](#).*

#### Caution Concerning Forward-looking Statements

*Statements that are not historical facts and involve known and unknown risks and uncertainties are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements may concern our current expectations about our future results, plans, operations and prospects and involve certain risks, including those related to the government contracting industry generally; our particular business, including our dependence on contracts with U.S. federal government agencies; and our ability to acquire and successfully integrate businesses. These and other factors that could cause our actual results to differ from those indicated in forward-looking statements are included in the "Risk Factors" section of our securities filings with the Securities and Exchange Commission. The forward-looking statements included herein are only made as of the date hereof, and we specifically disclaim any obligation to update these statements in the future.*

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