

Interactive Data Mapping and Visualization

Peoples Gas and North Shore Gas Energy Efficiency Programs

Project Catalyst

Erthe Energy Solutions (ERTHE) provides portfolio administration services for Peoples Gas and North Shore Gas Energy Efficiency Programs. As a mature portfolio, the utilities desired better access to historical participant data and wanted to more easily share customer stories with their leadership and program stakeholders.

ERTHE's expertise in spatial analysis and visualization facilitated quick design and deployment of tools to address these needs, including a map-based dashboard to explore participation data and an interactive website with program history, case studies, and impacts.

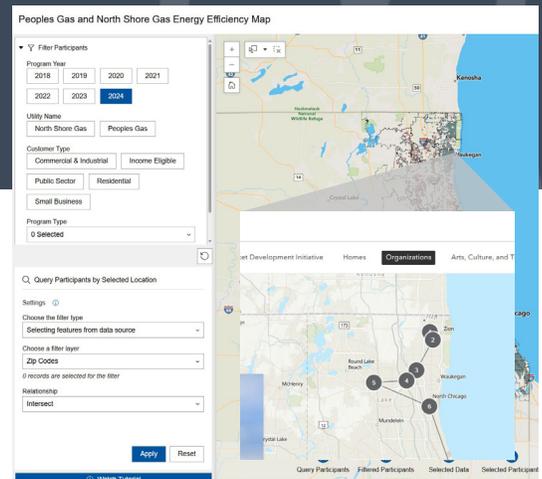
Solution

Between 2022 and 2025, ERTHE developed two powerful tools for Peoples Gas and North Shore Gas to support data-driven decision-making and enhance strategic storytelling.

The first is an interactive geospatial analysis and visualization tool that integrates customer participation and project data dating back to 2018 and overlays it with census and disadvantaged community data. The second is a story-driven, map-enabled [website](#) that illustrates where and how customers have completed projects. This platform helps leadership, stakeholders, and other audiences better understand the program's impact and value.

By leveraging ArcGIS Online, ERTHE successfully designed both tools to strengthen the companies' strategic planning and communication efforts.

ERTHE continues to support Peoples Gas and North Shore Gas with ongoing maintenance and upgrades to these tools to expand their application and increase their usefulness. This ongoing collaboration underscores ERTHE's commitment to helping these companies realize the full potential of their portfolio, paving the way for continued success in the years to come.



Timeline

2022–Current

Highlights

- Prepared eight years of participation data for consistent tracking and analysis
- Built an interactive dashboard with multiple map layers, filters, queries, graphs, and tables
- Crafted an interactive website with customer quotes and stories that guides viewers through the “where and how” of customer participation
- Prepared more than one million customer records to enrich the dashboard with eligible customers
- Provided training and tutorial videos to teach the companies how to use the tools

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