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Energy Upgrade Mountain View: An Innovative Web-based Residential Energy Efficiency Program

Energy Upgrade Mountain View, EUMV, employs software from High Energy Audits, HEA, to select the most appropriate energy efficiency measure for residents who sign up for the free program sponsored by the City. Residents sign up for EUMV by registering at the EUMV website and providing permission for HEA to automatically access their PG&E Smart Meter data. HEA software utilizes the data to automatically analyze, disaggregate and track energy use for each resident. Each participant has their own HEA account where they can view their Home Energy Profile which shows their energy use broken into 5 categories: heating, cooling, recurring loads, variable loads and base loads. The profile is continuously updated as new usage data is available. Based on their energy use, participants are assigned to one of 4 free energy efficiency measures: a home energy audit from Acterra, an in-depth online analysis from HEA, a continuous energy monitor from Current Cost or referenced to Energy Upgrade California.   EUMV began in 4/11 and currently has 350 participants. We will continue accepting participants until 12/12. We expect to have over 500 participants by 10/12.   EUMV presented unique outreach challenges. We will present how the program was promoted, what worked and didn't work. In addition, participants received bi-monthly emails showing their energy reduction progress and hints for reducing energy use. We will present analysis of the effectiveness of the email program.   We also plan to share preliminary results of the overall energy savings achieved with each energy efficiency measure.