



What do businesses really think of energy reports?

Laura Cornish, Product Manager
Oct 21, 2015

Energy Reports

UTILICO

P.O. BOX 1234 SPRINGFIELD CA 98765-4321

ATTN: HOTEL MANAGER
PULSECHECK UTILICO
733299 1ST AVE
NEW YORK NY 10010

November 5, 2014

Energy Check

Reporting period: **Sept-Oct 2014** Account #: **1**
Report for:
FAIRHAVEN HOTEL
2041 5TH AVE
SACRAMENTO, CALIFORNIA

Find Energy Check online at:
utilico.pulseenergy.com

HOTELS

Energy performance timeline

Are you using **↑MORE** or **↓LESS** energy than the **average** of hotels with similar characteristics?



Designed with your small business in mind

The Utilico Business Solutions Program makes it simple and affordable to reduce energy use and save money. Eligible businesses will receive:

- A free facility assessment by an approved contractor
- A report outlining energy saving opportunities and costs
- Installation of energy efficient equipment
- Up to \$10,000 in incentives

To learn more, call 1-888-555-4322 and ask for the **Business Solutions Program**.

utilico.pulseenergy.com 1-888-555-4322

© 2014 EnerNOC, Inc. All rights reserved.

FOCUS ON Heating

Cost of heating:

- You currently spend about **\$7,100/year** on electricity and natural gas for heating.
- Heating costs come from equipment such as: furnaces, space heaters, boilers, and heat pumps.

More efficient heating:

- Requires less maintenance
- Reduces peak demand
- Increases occupant comfort
- Reduces downtime
- Requires less space in mechanical rooms

Heating

14%

of your annual energy costs



We've analyzed your hotel's energy use and recommend the following actions:

Programmable thermostats



You don't need to heat your building the same when it is unoccupied. At night, **lower the thermostat 7-10°F** from its normal setting.

If you can do this 8 hours per day, you will **save as much as 10%** on your heating costs.

Consider installing a **7-day programmable thermostat** if you don't currently have one.

NEXT STEP: Adjust your thermostat set points.

How-to guide available
Details at utilico.pulseenergy.com

CUT ENERGY COSTS BY UP TO
\$680/YEAR

Maintain heating system



Regular maintenance of the heating system will increase its **energy efficiency** and your comfort.

Have a **licensed HVAC contractor** check your heating and duct system for leaks.

Sealing and insulating ducts can improve the efficiency of your heating system by **2%**.

NEXT STEP: Contact an HVAC contractor.

Rebates available
Details at utilico.pulseenergy.com

CUT ENERGY COSTS BY UP TO
\$130/YEAR

Variable speed drives



Ventilation systems do not normally require that fans operate at **full speed** at all times. Consider adding variable speed drives (VSDs) to fan motors.

VSDs **match fan speed to the actual requirements** at different times of the day. They can reduce your ventilation electricity use by **\$172** per hp of fan size.

NEXT STEP: Contact your equipment supplier.

Rebates available
Details at utilico.pulseenergy.com

CUT ENERGY COSTS BY UP TO
\$1,000/YEAR

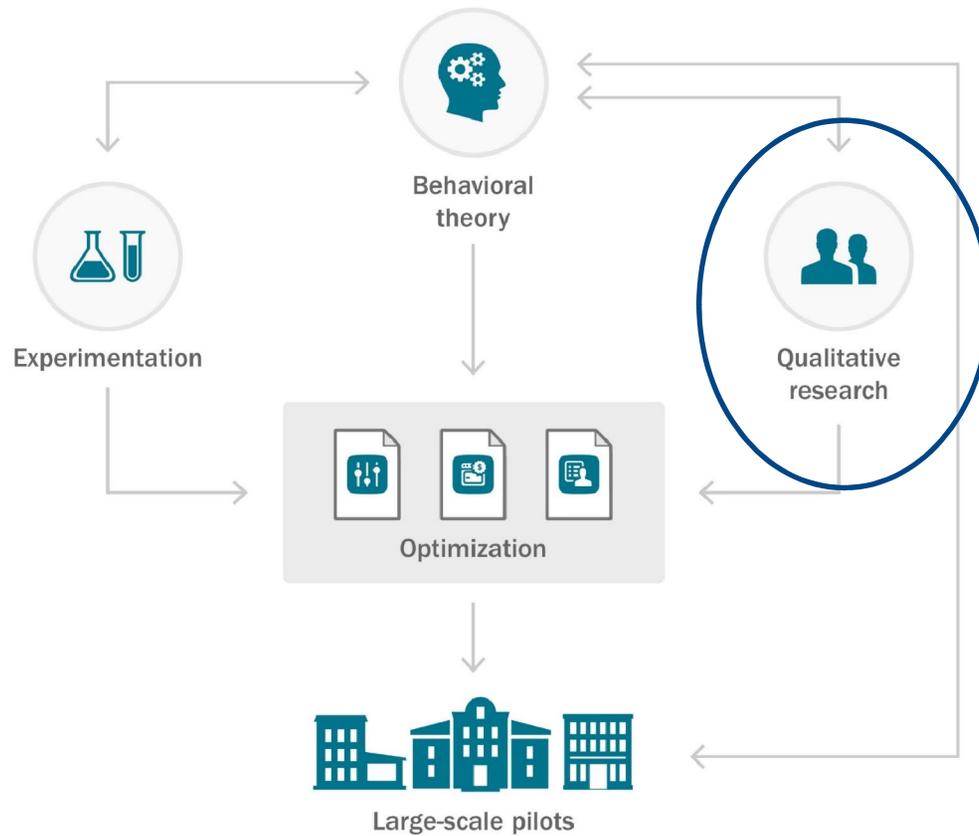
NEXT REPORT
Maintenance
Want to lower your bill without upgrading costly equipment? In your next report, learn more about energy-saving equipment maintenance.

In your mailbox:
Jan 2015

UTILICO

Powered by EnerNOC — © 2014 EnerNOC, Inc. The comparisons and savings displayed here are estimated for typical premises in the Utilico service area and your actual savings may vary. Utilico and EnerNOC, Inc. cannot guarantee the amount of money or energy you may save by implementing the recommended actions.

EnerNOC approach



1. User testing
2. Online & phone surveys
3. Focus groups
4. Interviews

What do businesses see?

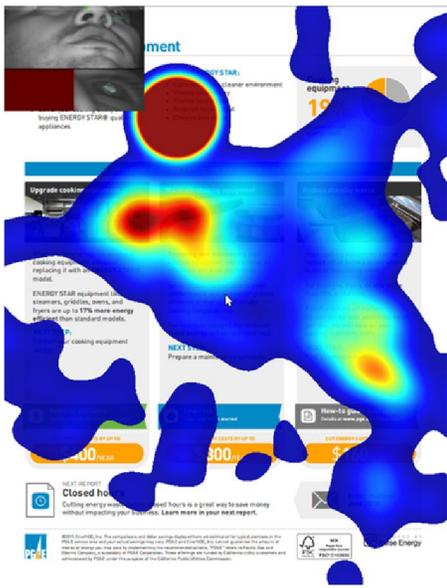
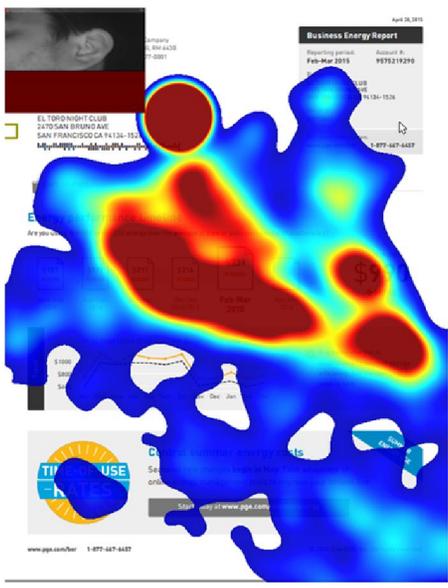
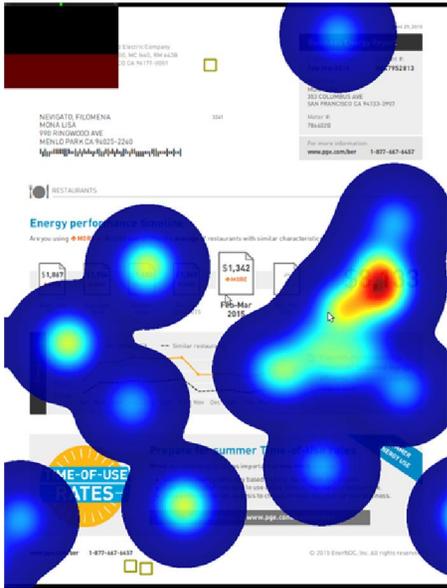


Slide 4

1

I would show a plain report so people can compare and see where the heat map indicates people are looking

Angela Sanguinetti,





What do businesses think?

“Only useful thing so far from your reports is that we figured out that we’re paying too much.”



“I wouldn’t know how accurate it would be. ...you’re essentially guessing at numbers – the credibility is just shot there.”



“I just scan this and then **throw it out. Sorry.**”



“It gives me a little bit of something to compare from other churches but this is like comparing apples and oranges. I don't know who they are comparing me with but it does say other churches in our area of our size but I don't know how they know.”



“Well, it told us how much energy we were using in comparison to other churches and as we checked it with each one of the reports that came in we were able to see if we were using more energy, which allowed us to encourage people to shut off switches and other things.”



“It’s been an **eye opener** for me to start thinking about how I can fix what I’ve got”



“I thought it was insightful and I thought it had good ideas and it made me go to the [utility] site”



“I love the cost savings componentsthat really helps me.”

What do businesses want?

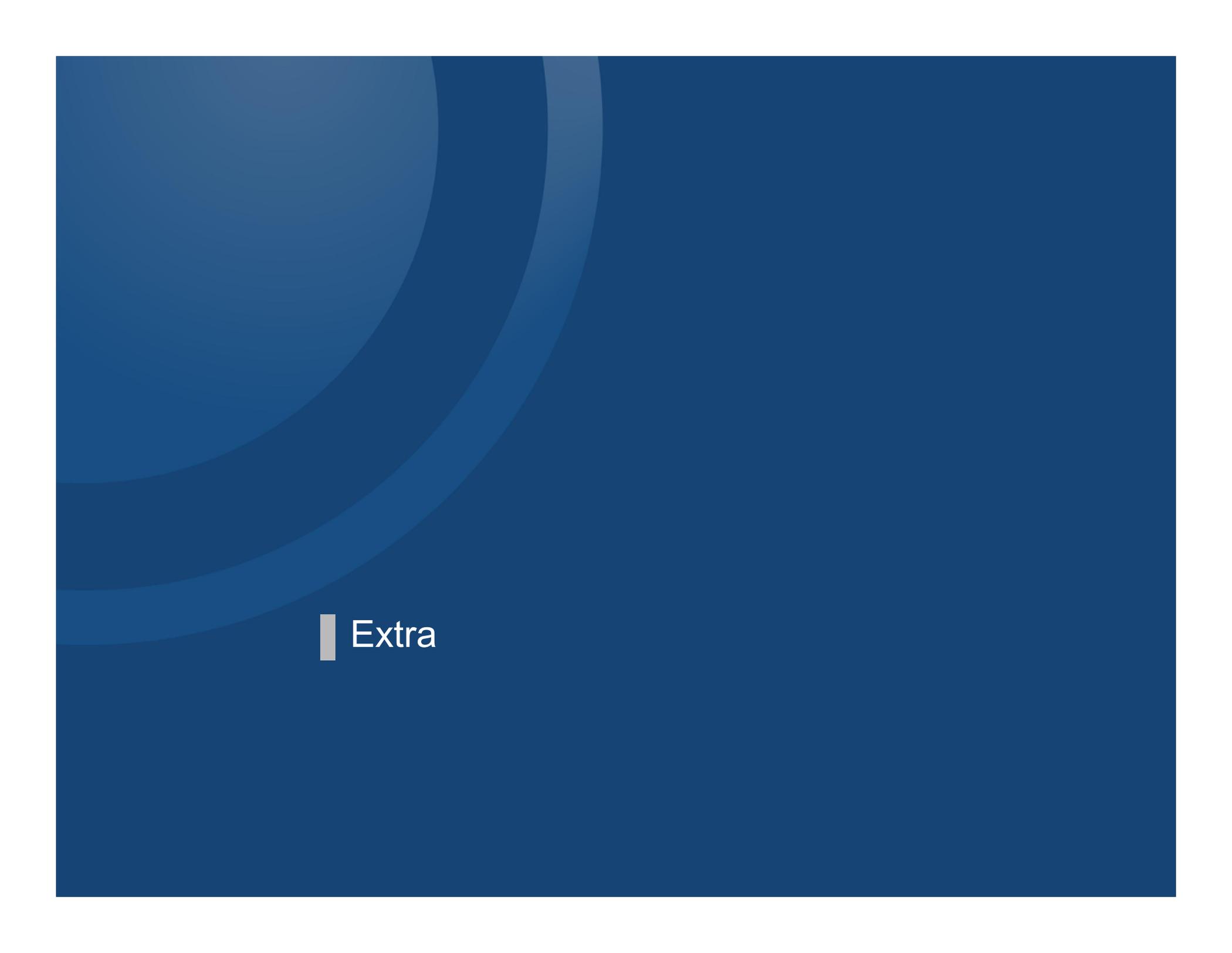
- 1 Biggest bang for buck
- 2 Specific, personalized recommendations
- 3 The ability to track progress over time

Implications

1 Every business is a snowflake

2 You only get a second

3 Reports+

The background features a dark blue gradient with several overlapping, semi-transparent, curved shapes in lighter shades of blue, creating a sense of depth and movement. These shapes are primarily located on the left side of the frame.

Extra

Methods

1. User testing

- eye tracking: 4
- Remote user testing: 20

2. Online surveys

- 271
- 150
- 50
- 87

3. Focus groups

- Sample size 10

4. Interviews

- Semi-structured
- Sample size: 19

Tear-off survey

UTILICO

P.O. Box 12345, Waterville, CA 92150

ATTN: GENERAL MANAGER
MIMO SUSHI
987 CARMEL STREET
WESTPORT, CA 92250

September 7, 2014



Reporting period: **August 2014** Account number: **0542895401-7**

Report for:
MIMO SUSHI
123 MAIN ST
CENTERTOWN, CA 92000

For more information:
www.utilil.co/save



Your business uses \$2,452 more energy than similar restaurants.

Your electricity and natural gas use over the last 12 months is compared to the average of restaurants with similar characteristics.

Annual energy cost comparison

MIMO SUSHI

\$22,738

Similar restaurants

\$21,395

This comparison is based on your utility rate, climate, and the following details:

- You operate a **restaurant**
- You are open **78 hours per week**
- You occupy **2,000 square feet**
- You are located in a **warm summer, cool winter** climate.

This information is used to personalize your reports. To update your details, please visit www.utilil.co/save or call 1-888-555-4322.



Free assessment

Want to save money for your business?

- A free, no-obligation energy assessment.
- Up to 70% of the total project cost paid by Utilico.
- Interest-free financing

To get started, please call 1-888-555-4322 or visit www.utilil.co/save to schedule an energy assessment.

www.utilil.co/save 1-888-555-4322

©2014 Pulse Energy Inc. All rights reserved.

Detach here

We want to hear from you

Please answer these four questions and mail back your responses in the prepaid envelope.

1. Please confirm or correct your business details:

Type: Restaurant _____

Size: 2,000 ft² _____

Open: 72 hours/week _____
(max. 168 hours/week)

2. Do you rent or own?

- You own and occupy the space
- You own the space and lease it out
- You rent the space

ID 001230

Please turn over



Boost engagement with targeted communications: 120 vertical-specific reports

Customer Engagement

ACTION
Title and packaging means 92% of reports reach the decision maker

IMPROVED DATA
Multiple ways to update site details – phone, tear-off survey, web

UTILICO
P.O. Box 1234 Springfield, CA 98765-4321

September 5, 2013

energy.check
Reporting period: **Sep 2012 - Aug 2013** Account #: **30**
Report for: **MIMO SUSHI**
2815 CALIFORNIA STREET SAN FRANCISCO CA 94115, UNITED STATES
Registration code: **YLCGLK**
Find Pulse Check online at: utilico.pulseenergy.com

ATTN: GENERAL MANAGER
UTILICO KYOTO FOOD & BEVERAGE
1140 COLUMBIA RD NW
SACRAMENTO CA 20009

Your business uses \$2,452 more energy than similar restaurants.
Your electricity and natural gas use over the last 12 months is compared to the **average** of restaurants with similar characteristics.

Annual energy cost comparison

MiMo Sushi	\$22,318
Similar restaurants	\$19,866

This comparison is based on the following details:
 You operate a restaurant
 You are normally open 72 hours per week
 You occupy about 2,000 ft²
 You are located in a warm summer, cool winter climate

To update your details, please visit utilico.pulseenergy.com or contact us at reports@utilico.com or 1-888-555-4322.

Take your energy savings further with **Pulse Check** online.
utilico.pulseenergy.com

We want to help you lower your energy bills
In the coming months, you will receive a series of reports that focus on how your business uses energy and actions you can take to lower your bill.

Welcome (Sep 2013) | Cooking (Oct 2013) | Closed Hours (Nov 2013) | Refrigeration (Jan 2014) | Lighting (Mar 2014) | Cooling (May 2014)

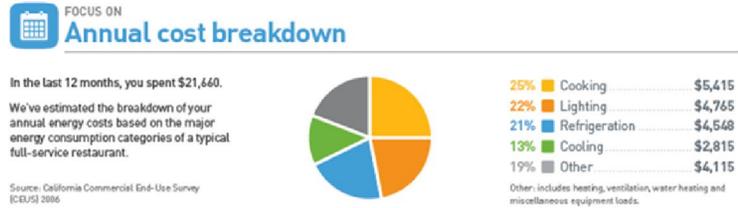
utilico.pulseenergy.com 1-888-555-4322

© 2014 Pulse Energy Inc. All rights reserved.

MOTIVATION
Relevant benchmarking comparisons paired with actionable insights

Program Plan

Focus block



We've analyzed your energy use and recommend the following actions:

Reduce standby waste

Most cooking equipment can be turned down when it is not in use. For example, fryers sit idle more than 75% of the time.

Equipment that doesn't require a long time to heat up, can be turned off completely.

Encourage your kitchen staff to turn off or turn down unused equipment.

NEXT STEP

- Post a reminder notice.

Rebates available
Details at www.utili.ca/ec

YOU COULD SAVE
\$583 /YEAR

Refrigeration maintenance

Proper maintenance of your refrigeration system will increase its energy efficiency by about 10%.

Scheduled maintenance should include cleaning coils, removing ice buildup, adjusting the door latches, and replacing worn door gaskets.

Maintenance should be performed at least once a year.

NEXT STEP

- Prepare a maintenance schedule.

YOU COULD SAVE
\$420 /YEAR

Turn off lights

Develop a workplace policy to turn off the lights whenever an area is unoccupied, including common areas such as washrooms, break rooms, and storage rooms.

At the end of the day, ensure it is someone's responsibility to check that all lighting is turned off.

NEXT STEP

- Assign this task to staff.

YOU COULD SAVE
\$130 /YEAR

Tips block

Invitation to submit metadata

To ensure that your next report is as accurate as possible, please visit www.utili.ca/ec or call 1-888-555-0199.



Report preview

UTILICO

© 2013 Pulse Energy Inc. The comparisons and dollar savings displayed here were prepared by a third party. Savings are estimated for typical premises in the Utilico service area and your actual savings may vary. Utilico cannot guarantee the amount of money or energy you may save by implementing the recommended actions. These offerings are funded by Utilico utility customers and administered by Utilico under the auspices of the State Public Utilities Commission.

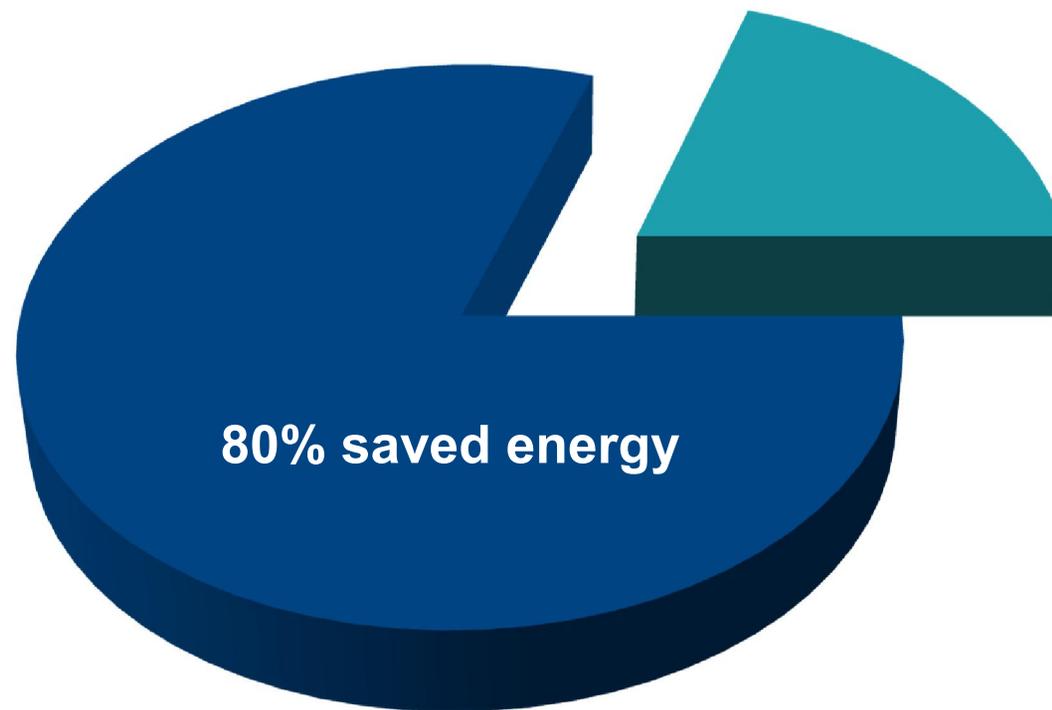


Environmental certification

Engage SME customers to drive energy savings

- 80% of SME participants reduced their energy use

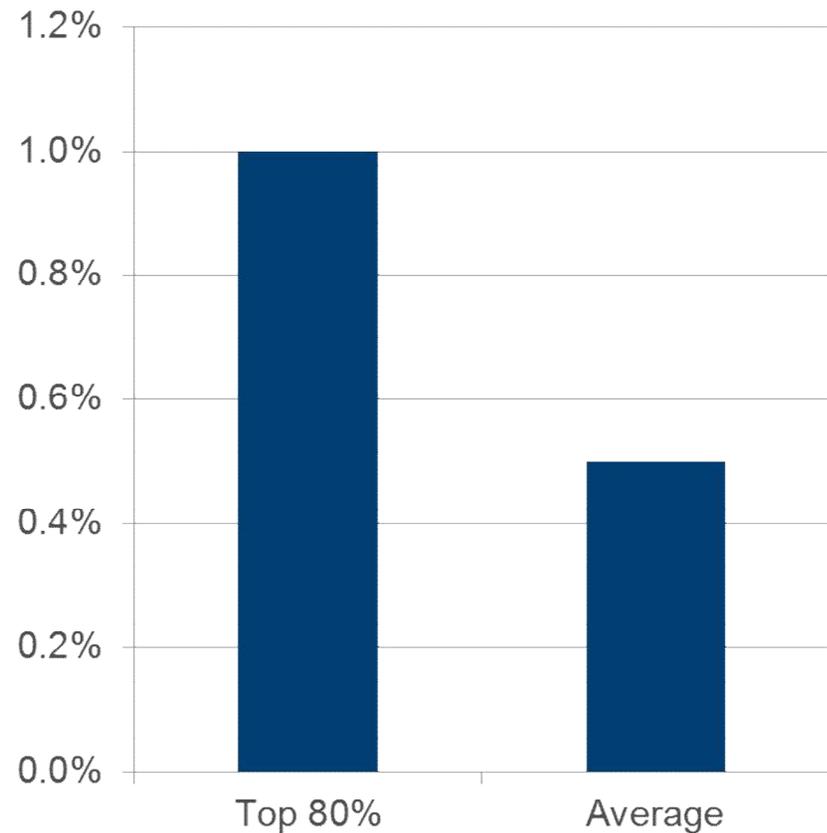
Across programs, an **average 80%** of SME customers saved energy compared to other SME users in the same verticals not participating in the program



Approximately 1% savings for customers who reduced energy use

SME customers who consumed less energy than control group had approximately 1% lower use

- SME customers had an average of **0.5% energy savings** across verticals driven by software
- Savings for users in the top 80% averaged **double the average savings** for the entire SME population



Achieve up to 3% energy savings in select verticals

- 25% of participants reduced energy use 1% or more, some verticals saw savings up to 3%
- 25% of participants reduced energy use by **more than 1%**
- Select verticals showed impressive average savings of **around 3%**

Some verticals with around 3% savings:

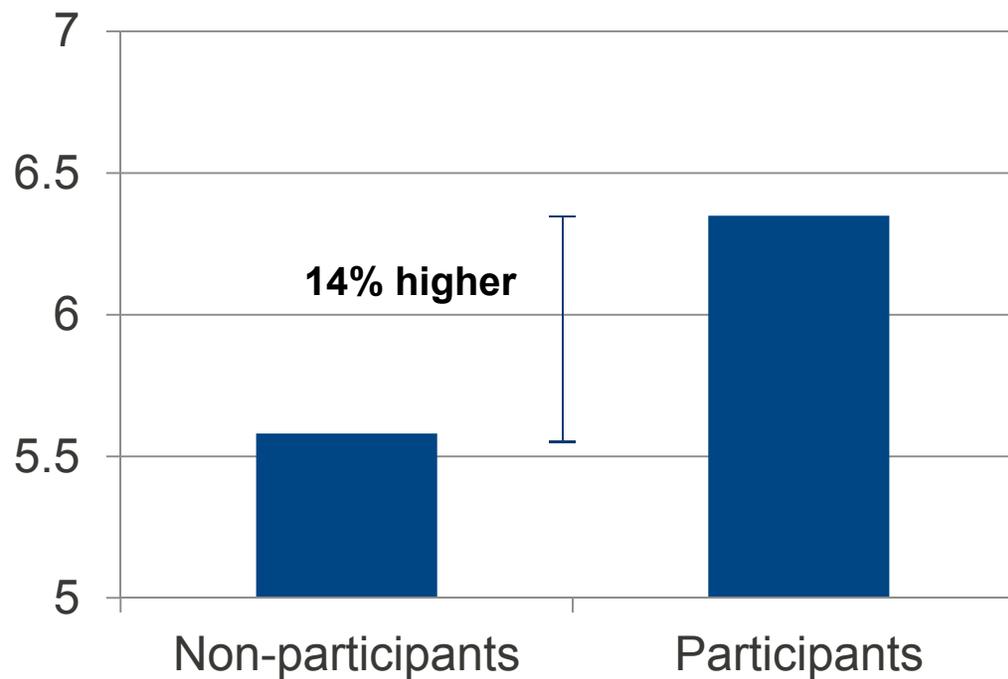
- Medical offices
- Professional services offices (i.e., law offices and realty)



Leverage engagement for 14% increase in satisfaction with electricity service cost

Customer Engagement

Utility customer survey scores were **14%* higher** for program participants when compared to non-participants

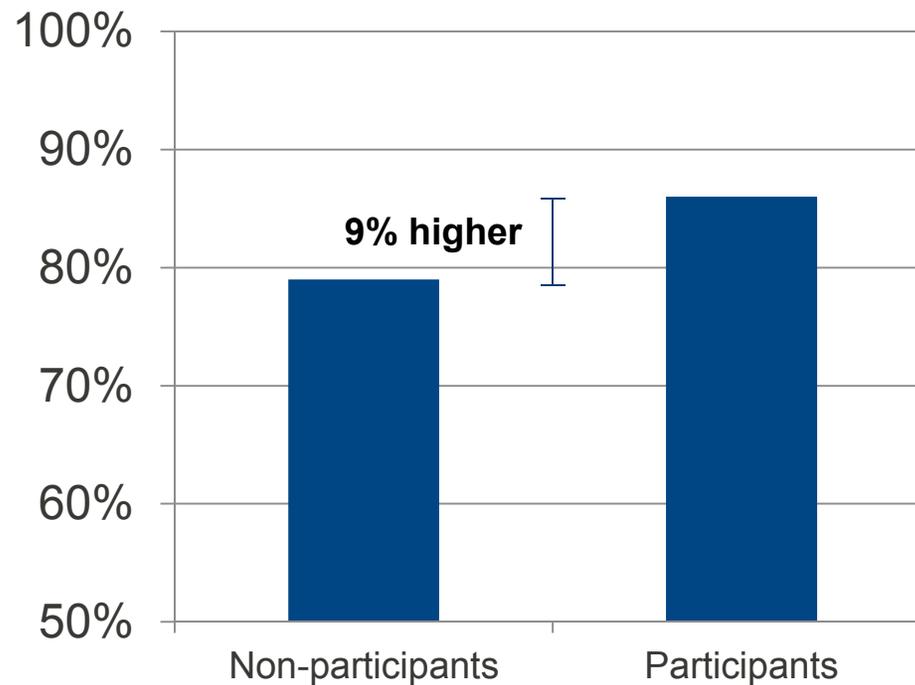


*result is statistically significant

Optimize marketing spend by increasing awareness of other utility programs

Operational Effectiveness

Utility EIS SME users are **9%* more likely** than non-participants to be aware of their utility's energy efficiency program offerings—reducing marketing costs

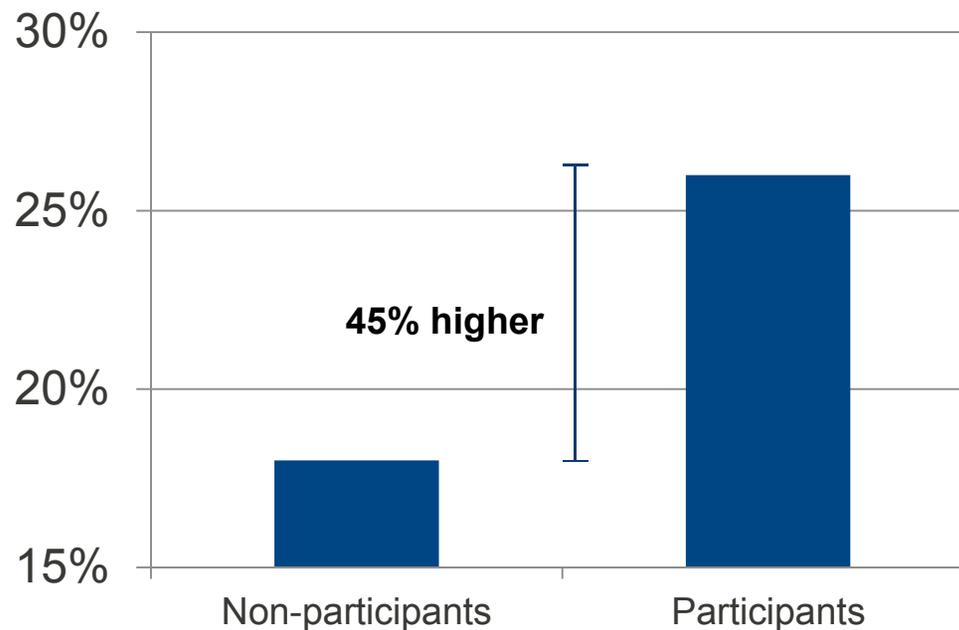


*result is statistically significant at 90% conf. level

Increase utility program effectiveness with 45% higher participation

Operational Effectiveness

Utility EIS SME users are **45%* more likely** than non-participants to participate in their utility's energy efficiency program offerings—reducing the cost to enroll them in existing programs



*result is statistically significant at 90% conf. level

Basic Headline and Subtitle Slide

Here is where the basic subtitle goes

There is a large body of research focused on energy feedback in the residential sector, but significantly less in the commercial sector. Studies in both sectors have focused on the effectiveness of feedback in terms of savings outcomes, while relatively little is known about how customers experience the interface itself. This presentation reports results from usability tests with small business-owners (and/or bill-payers), revealing where report recipients look on the report itself, what they read, which information is important to them, and whether and how they take action. The findings highlight distinct areas for improvement in BERs with implications for other commercial feedback applications. These areas include ways to reduce barriers to action and the need for benchmarking against similar businesses to match a high standard for what qualifies as a meaningful comparison group