

Behavioral Effects of the DTE Energy Insight Smart Phone App

Carly Olig

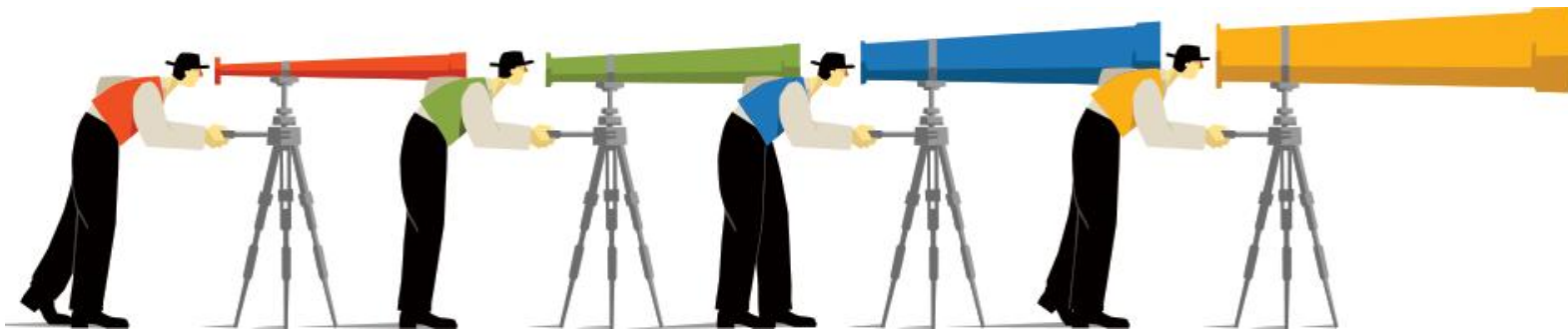
Jenny Hampton

Latisha Younger-Canon

Bill Provencher

October 21, 2015

Behavior, Energy, and Climate Change Conference



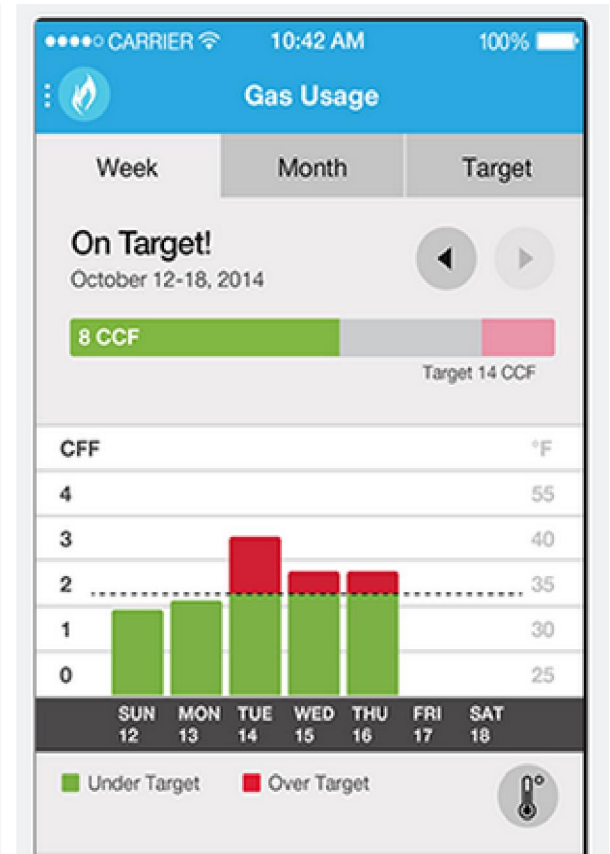
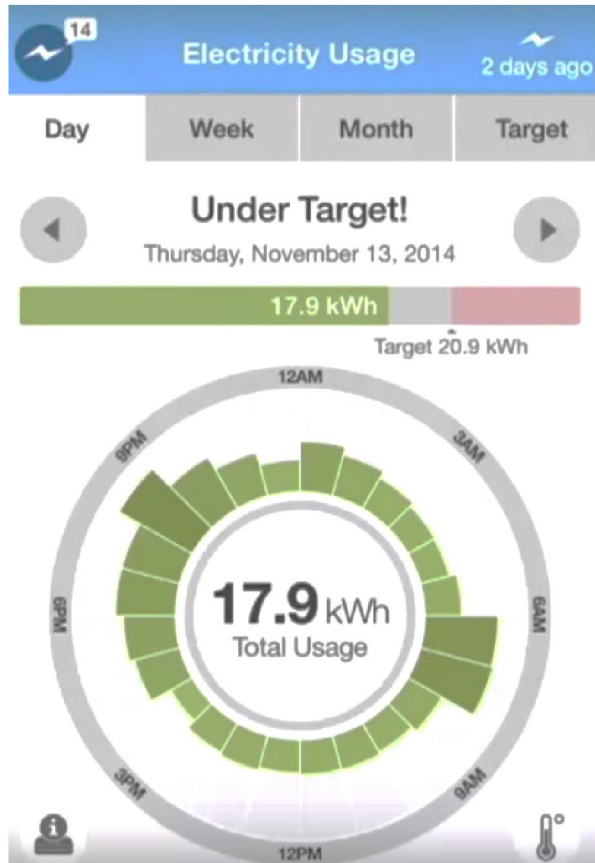
Smartphone app provides
energy usage feedback to
DTE customers

Navigant evaluation
determined that the app
generates approximately
1% electric savings



App accepted as a new
measure in the 2016
Michigan Energy
Measures Database
(MEMD)

Real-time feedback
through hardware called
the Energy Bridge may
result in incremental
savings



Energy Tips & Projects

Estimated Energy Savings Per Year

\$0

\$867

Your savings is based on projected energy costs had you not completed any tips or projects. Each tip & project you complete adds up to savings on your energy bills.

Completed
0

Est. Savings of \$0 per year.
 Complete

To-Do List
0 / 0

Save up to \$0 per year.
 Complete

Spring
0 / 3

Save up to \$250 per year.
 Complete

Summer
0 / 4

Save up to \$222 per year.
 Complete

←
Fall

We have identified projects that we believe will help you save on energy this Fall.

Tune-Up Heating Equipment (Forced-Air Furnace)

Savings

Cost

Effort

Tune-Up Heating Equipment (Boiler)

Savings

Cost

Effort

Tune-Up Heating Equipment (Heat Pump)

Savings

Cost

Effort

←
Project Details

Tune-Up Heating Equipment (Boiler)

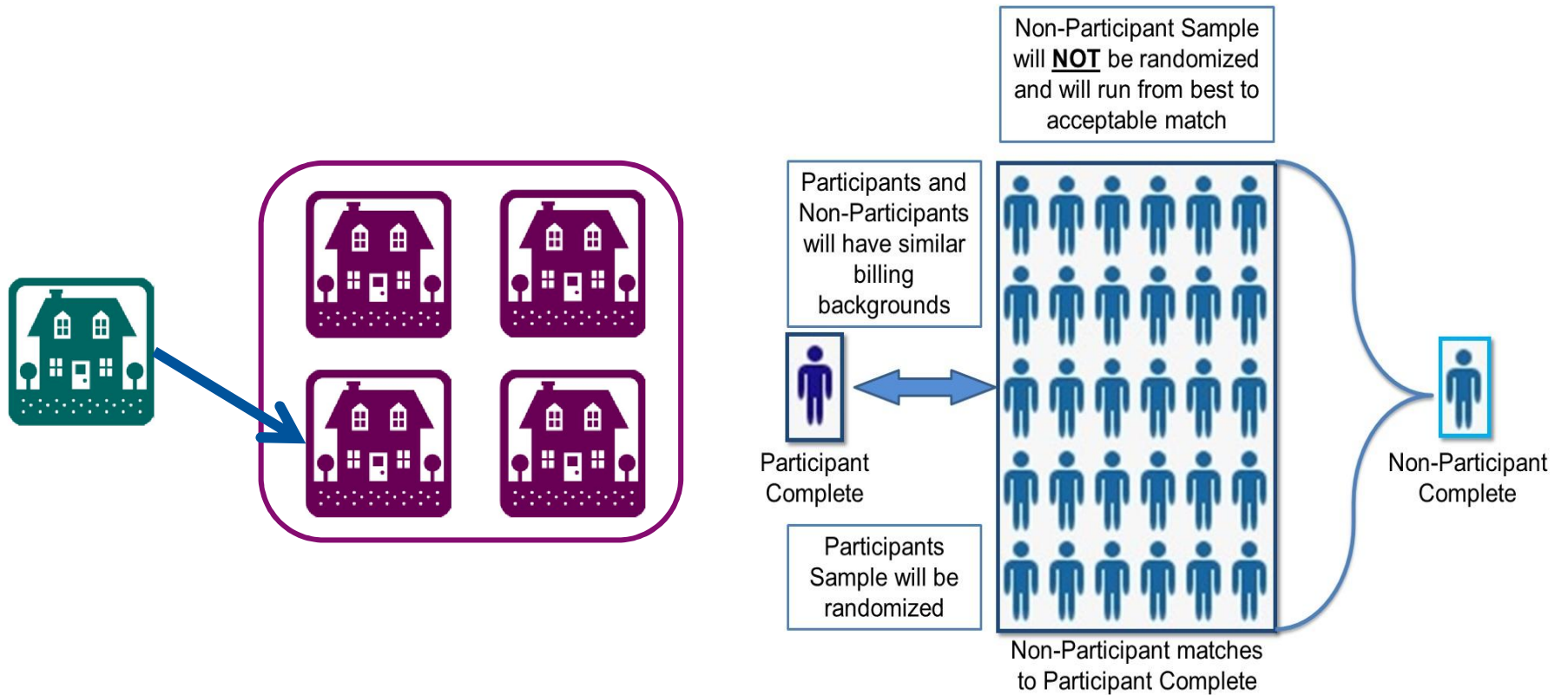
Savings	Cost	Break-Even
\$50/Yr.	\$150	3.0 Years

Introduction

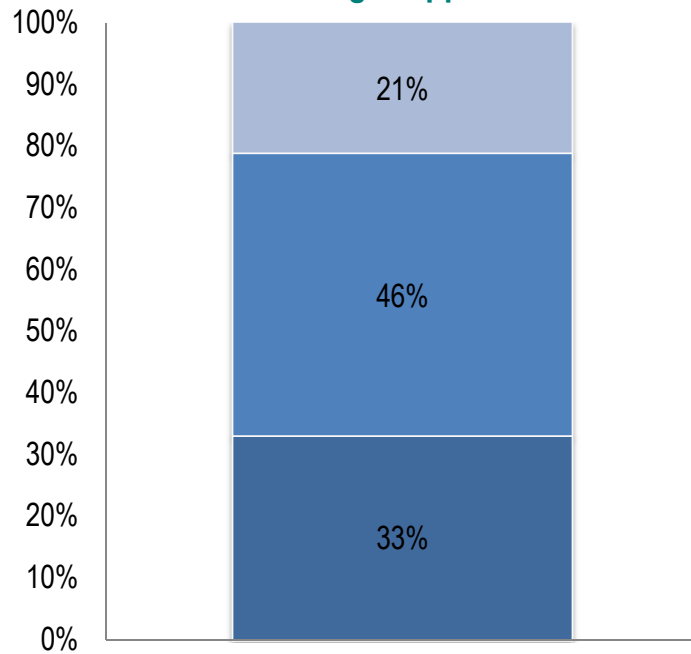
Break-Even

Before the heating season begins, every homeowner should have their heating system boiler inspected and tuned-up by a

How do we evaluate the savings?



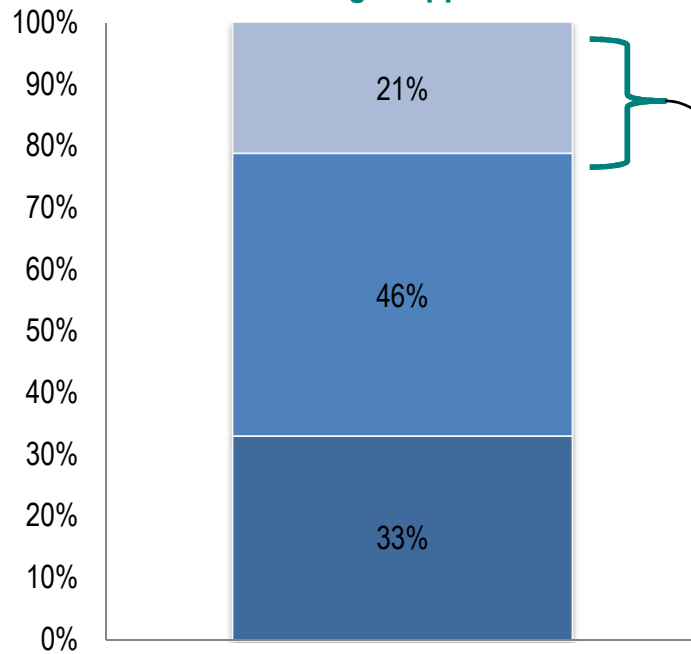
Do you have a smartphone and have you heard of the Insight App?



Six Month Analysis Results (n=212)

- % with smartphone and have heard of the app
- % with smartphone but have not heard of app
- % without smartphone

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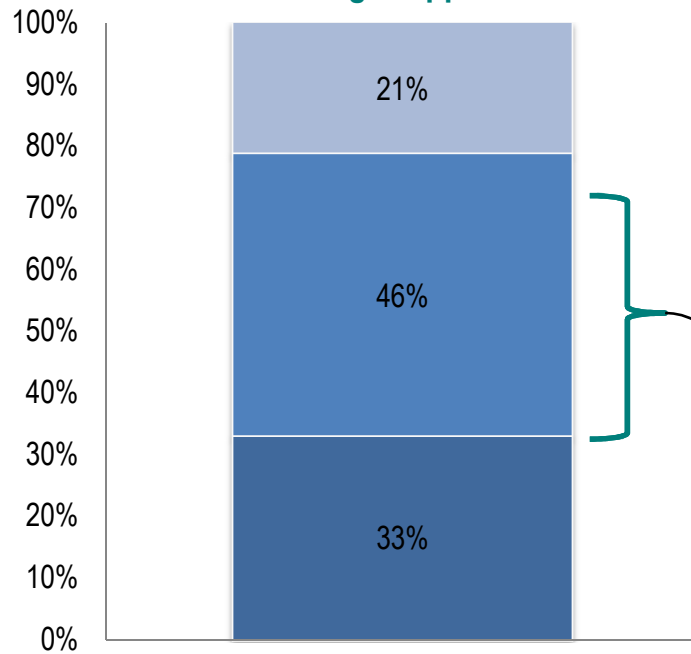
Non-Participant Responses

27% of these customers did not download the app because they felt it was not useful to them (12 of 49 mentions)

20% said they were not interested in the app (9 of 49 mentions)

16% were unable to provide a reason (7 of 49 mentions)

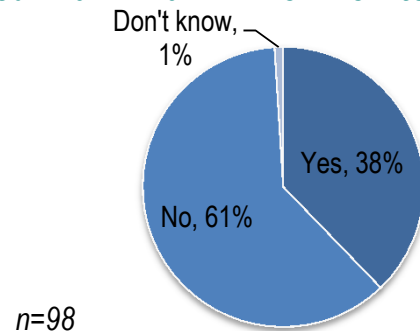
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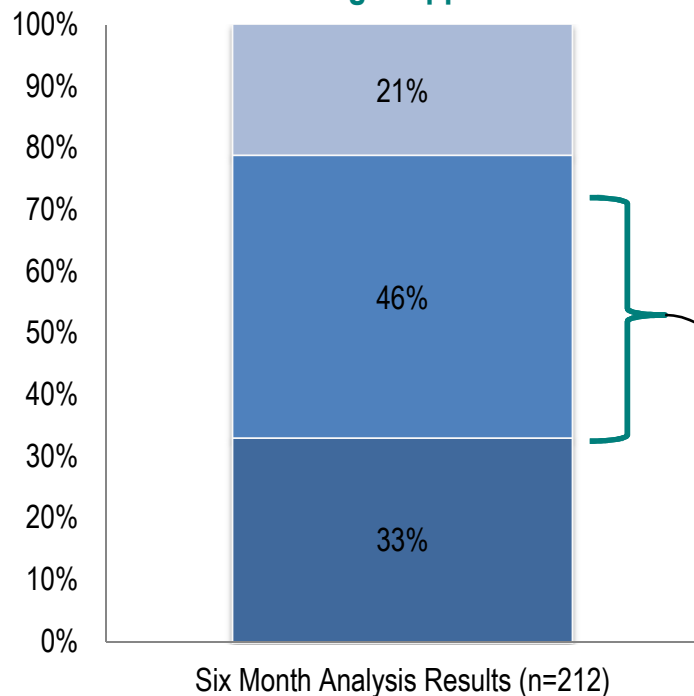
Six Month Analysis Results (n=212)

- % with smartphone and have heard of the app
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Interested in an Email Link on How to Access the App?

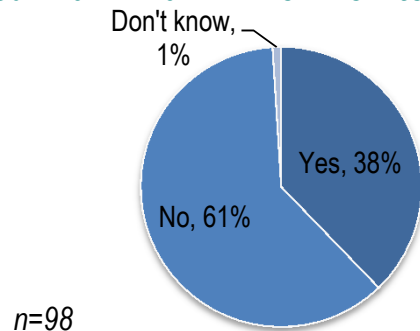


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App Electric Savings Adjusted for Joint Savings (with 90% Confidence Interval)

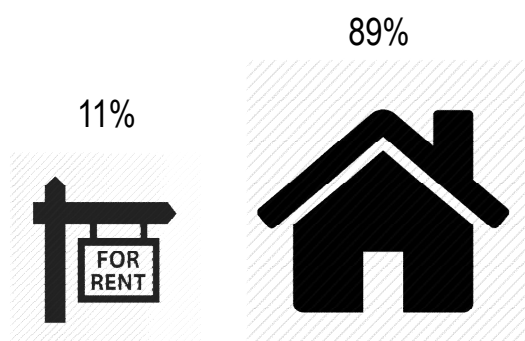


of participants = 8,940
 # of matched controls = 7,700
 Avg # of months after download = 3
 Total Adjusted MWh Savings = 285

Who's using the app?

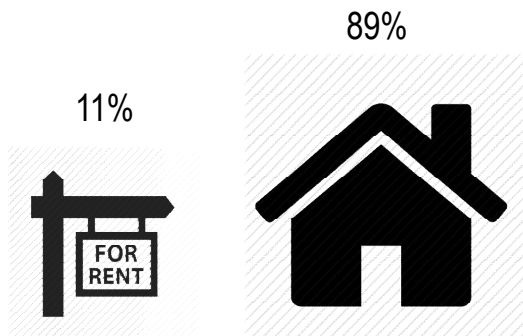
Who's using the app?

Homeownership Status

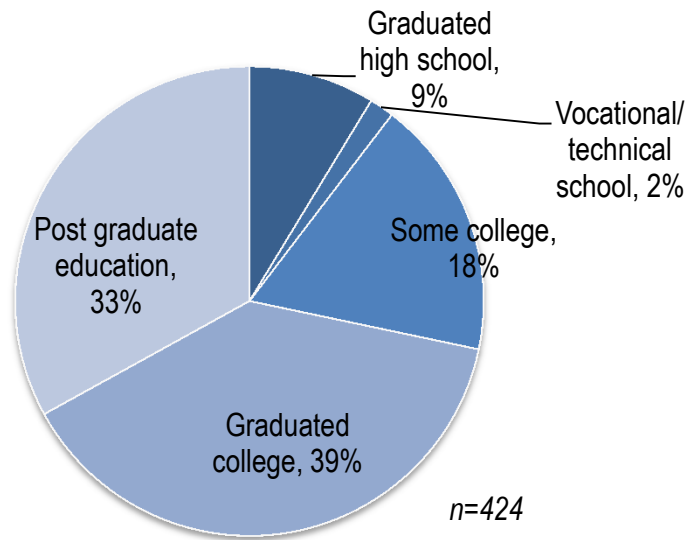


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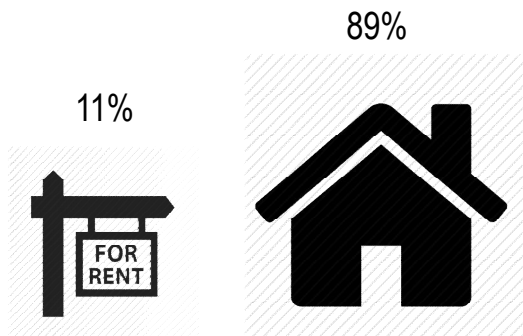


Education Level

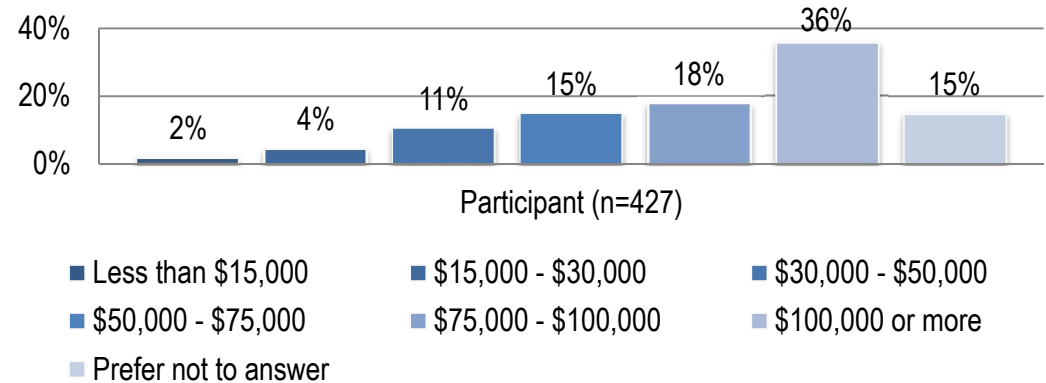


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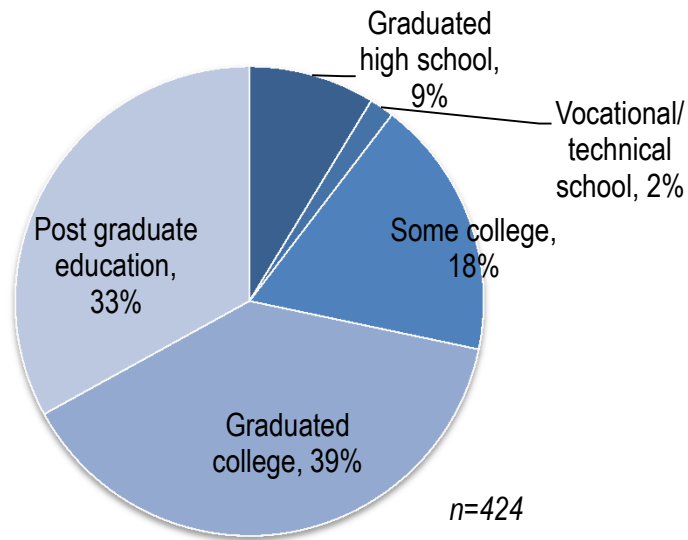
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Income Level

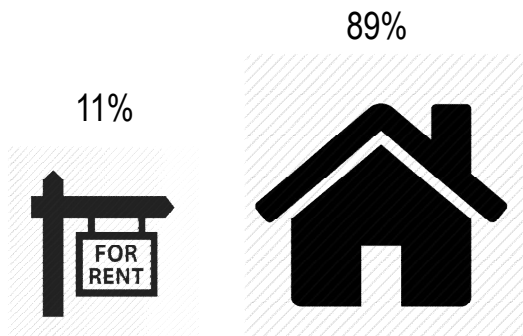


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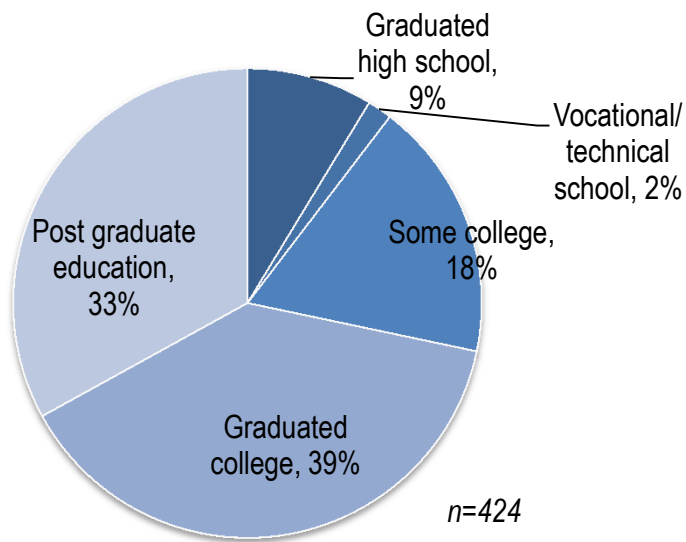


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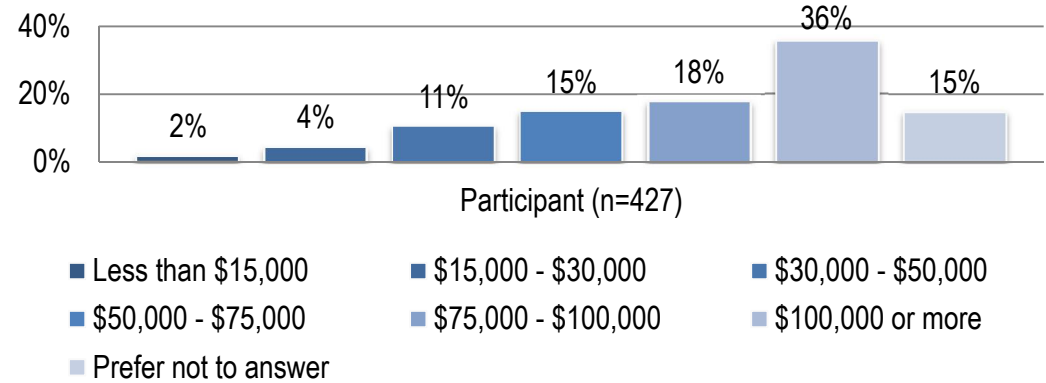
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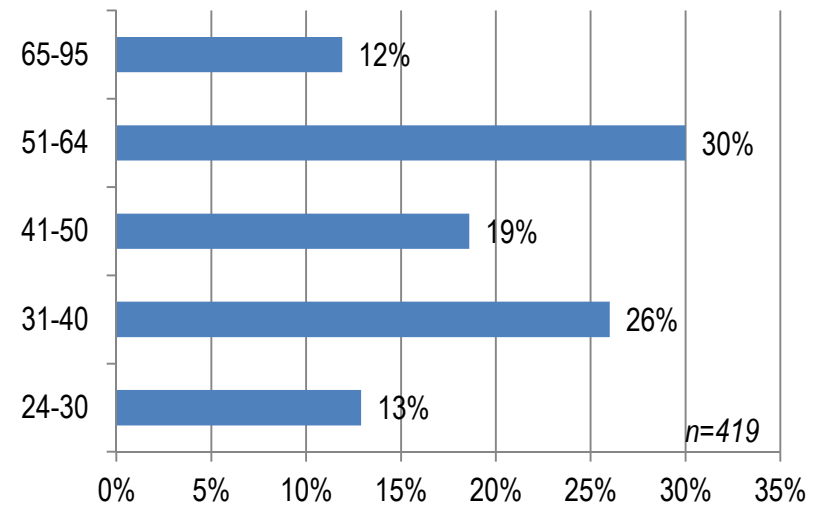
Education Level



Income Level

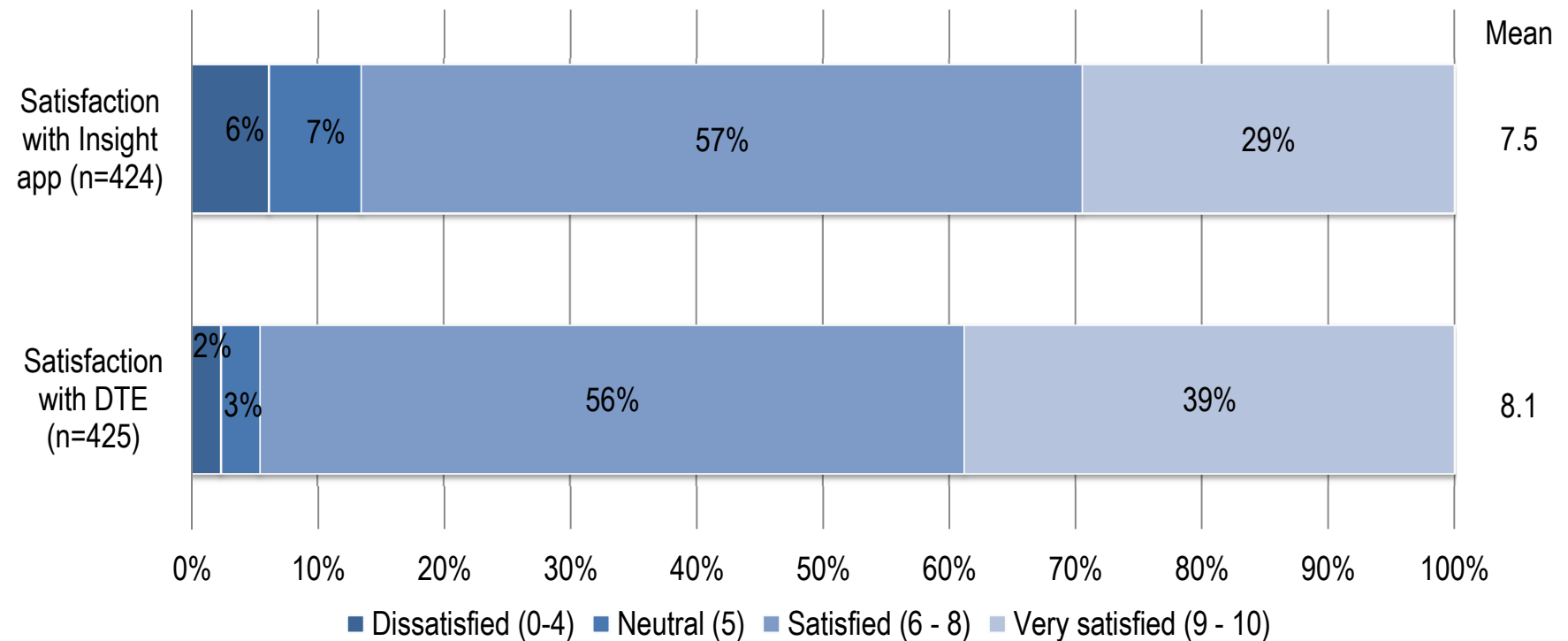


Age

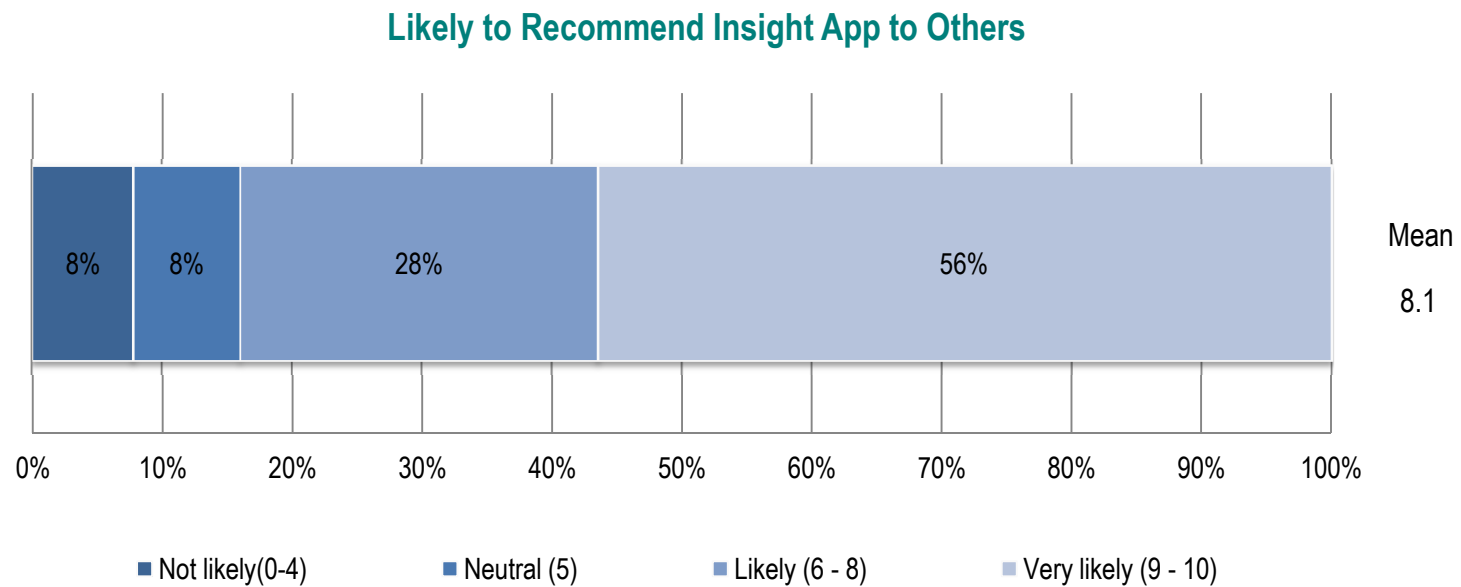


Do people like the app?

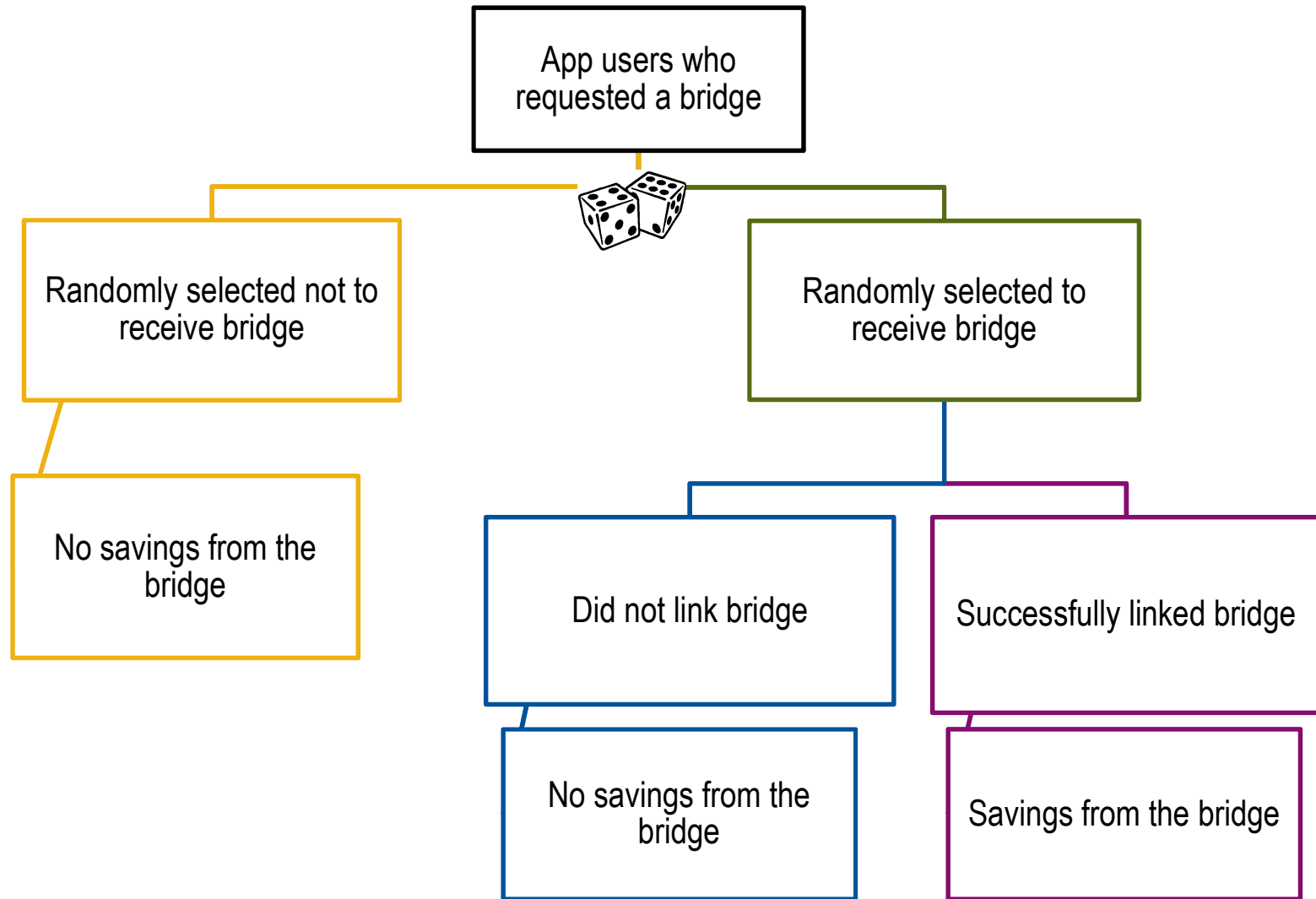
Participant Satisfaction with DTE and Insight App



Do people like the app?







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Questions?



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