

Tips for Tips

Effective Strategies for the Presentation of Behavioral Recommendations

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BECC 2016



Introduction

Western Massachusetts Electric
A National Grid Company

ENERGY SAVINGS REPORT
Report Period: 01/01/15 - 01/31/15

Your Energy Savings Report helps you understand your home's energy use and shows you how to save money on your electric bill. Sign up with your account number to learn more at www.WesternMassElectric.com

How Your Energy Use Compares to Your Neighbors

Compare your energy usage to other homes in your neighborhood. The green bar shows energy usage for your home. The blue bar shows energy usage for your neighbors.

Who Are Your Neighbors?

Neighbors: Homes in your area that have similar energy usage patterns.
Effect Neighbors: Homes that use less energy than you do.

Neighbor Comparison - Last 12 Months

You used 30% less energy than your neighbors. You saved about \$400.00 per year.

Complete the recommendations on the other side to improve for the next report in July.

Your Personal Comparison | How your electric use compares to the previous year

Annual electric use last year: 10,000 kWh
Annual electric use this year: 8,000 kWh
You saved 20% last year.

Personalized Action Plan | Three easy ways to save

- Reduce your A/C** | Reinstall these three-degree thermostats. Save up to \$45 / year.
- Close the blinds during summer days**. Save up to \$30 / year.
- Install low-flow showerheads**. Save up to \$30 / year.

Go to WesternMassElectric.com/Save today!

ATTN: MANAGER
BUSINESS
123 ANY STREET ST
CITY NAME, XX, 90010

For more information:
state.energy@seechange.com

PRESCHOOLS OR DAYCARES

We estimate you spent **\$2,100** on cooling last year. You need to keep your business cool, but there are ways to do it for less.

See the next page for ideas.

2015 cooling costs for BUSINESS*

Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Cost	100	150	200	250	300	350	400	350	300	250	200	150

Is your air conditioner actually shut off when you're closed?

Many businesses believe they shut off their air conditioning when they close, but actually it still runs on periodically. By setting your thermostat to 80°F when you close, you can be confident that your air conditioning will stay off until you return.

Energy performance timeline

Are you using **100% MORE** or **100% LESS** electricity than similar preschools or daycares in the Carolinas?

Total to date: **\$288** MORE

Month	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	Aug 2016
Usage	100	100	100	100	100	100	100	100

800.979.3144 BusinessEnergy@seechange.com state.energy@seechange.com © 2016 EnerNOC, Inc. All rights reserved.

8 SIMPLE TIPS TO SAVE ENERGY & WATER AT SCHOOL

- Turn off lights when you leave a room.
- Close the blinds during summer days.
- Install low-flow showerheads.
- Turn off electronics when not in use.
- Use energy-efficient light bulbs.
- Check for air leaks.
- Use energy-efficient appliances.
- Use energy-efficient windows.

EVERSOURCE ENERGY

SUMMER TIPS: Spring is a great time to tune-up your cooling system. Caulk, seal and insulate to save up to 20% on heating & cooling bills.

SUMMER TIPS: CFLs use 75% less electricity and last about 10 times longer than regular bulbs. A ceiling fan is cheaper to operate than an air conditioner.

SUMMER TIPS: Service your air conditioning unit to cut up to 15% of cooling costs. Flip your switch. Turn off and unplug electronics when not in use.

SUMMER TIPS: A programmable thermostat can save you up to \$160 per year. Don't cool the great outdoors. Seal cracks, gaps and leaks.



Introduction



ATTN: MANAGER
BUSINESS
123 ANYSTREET ST
CITY NAME XX, 90210

May 5, 2016

Business Energy Report

Reporting period
Mar 2016

Account #
123456789

Report for
BUSINESS
123 ANYSTREET ST
CITY NAME XX, 90210

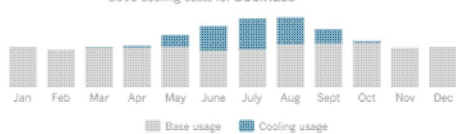
PRE-SCHOOLS OR DAYCARES

We estimate you spent **\$2,100** on cooling last year.

You need to keep your business cool, but there are ways to do it for less.

See the back page for ideas.

2015 cooling costs for BUSINESS*



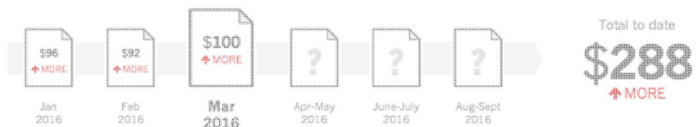
*This estimate is based on 2015 billing data for your business and weather data for the Carolinas

Is your air conditioner actually shut off when you're closed?

Many businesses believe they shut off their air conditioning when they close, but actually it still turns on periodically. By setting your thermostat to 80°F when you close, you can be confident that your air conditioning will stay off until you return.

Energy performance timeline

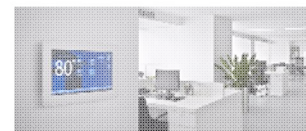
Are you using **↑ MORE** or **↓ LESS** electricity than similar preschools or daycares in the Carolinas?



FOCUS ON Programmable thermostats

Using a programmable thermostat is an easy and cheap way to save on your air conditioning costs.

Schedule your thermostat to turn off cooling (and heating) when your business is closed. You can then set it to turn back on 30 minutes before opening.



Use natural ventilation



If outdoor humidity is low during the day, **open windows** and lower external blinds.

At night, open any windows you can to **cool down the building** while maintaining proper security.

NEXT STEP

Confirm which windows can be opened safely.

Do-it-yourself

No specialized expertise required

CUT ELECTRICITY COSTS BY UP TO

\$220 /YEAR

Maintain cooling system



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

Scheduled maintenance **should include** replacing filters, cleaning ducts, and sealing duct leaks.

Proper scheduled maintenance can provide electricity savings of **up to 10%**.

NEXT STEP

Contact a licensed HVAC contractor.

How-to guide available

Details at duke-energy.com/barguides

CUT ELECTRICITY COSTS BY UP TO

\$220 /YEAR

Schedule a walkthrough



Schedule an **after-hours** walkthrough of the facilities to identify anything that has been **left running** that shouldn't be.

Often large systems, like ventilation, are **turned to "manual"** for maintenance and then never turned back.

Consider including students to make it a **teaching opportunity**.

NEXT STEP

Invite a staff member to organize the walkthrough.

Do-it-yourself

No specialized expertise required

CUT ELECTRICITY COSTS BY UP TO

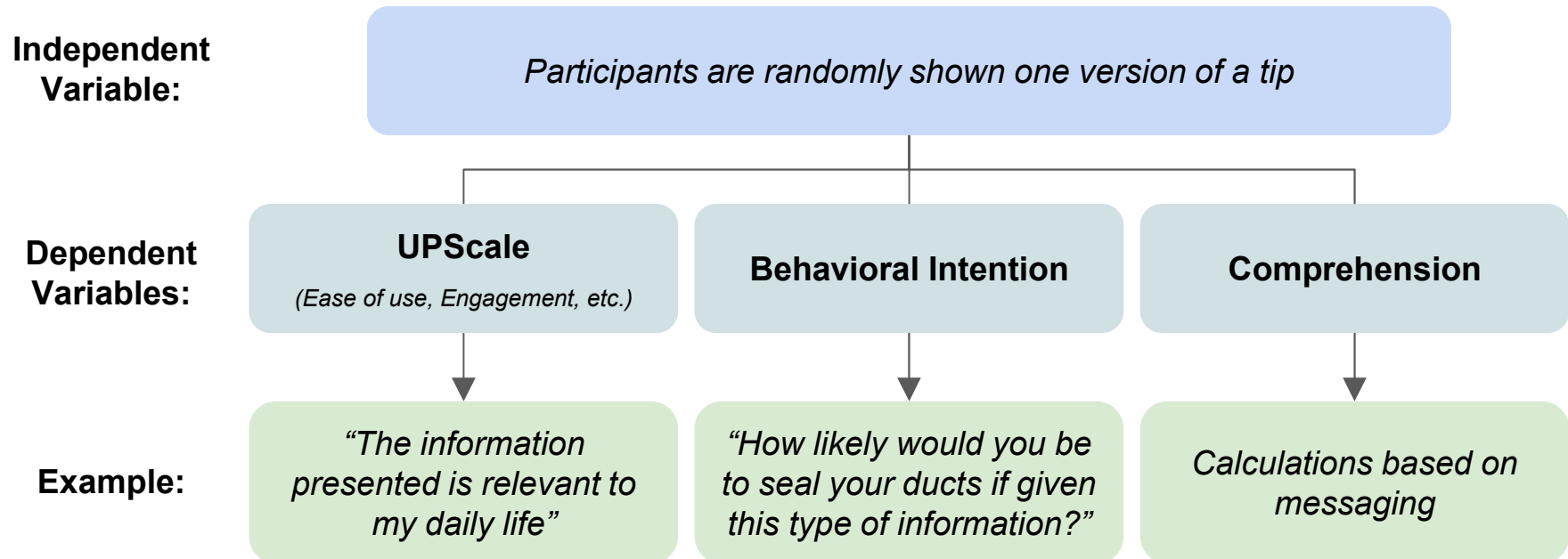
\$100 /YEAR



Keep electricity costs in check

Use the Business Energy Report Interactive website to set your energy budget and keep your electricity costs under control.

Online Testing





Tips for Tips

1. Put People in Pictures
2. Tell People What to Do
3. Be Specific with Savings
4. Be Clear and Relatable
5. Show Savings, not Costs

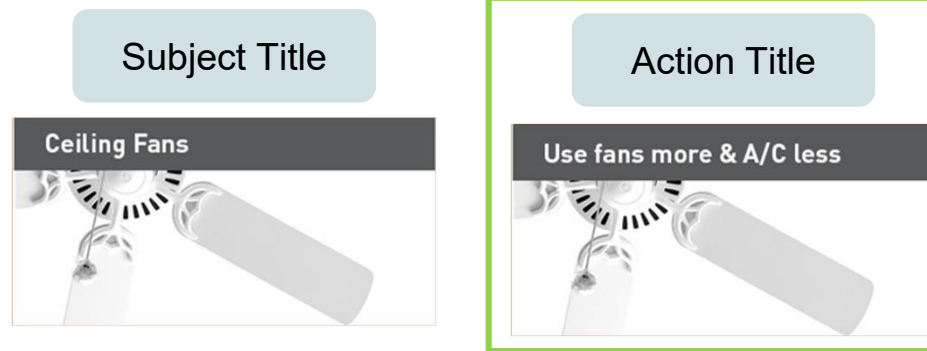
Tip #1: Put People in Pictures

Significantly Higher Behavioral Intention (Single Tip)

Significantly Higher Usability and Behavioral Intention (All 3 Tips)

Upgrade cooling equipment	Upgrade cooling equipment
	
<p>If your cooling system is more than ten years old, consider replacing it with a premium efficiency system.</p> <p>A high-efficiency system will use about 15% less energy than a conventional system.</p> <p>Efficient systems do cost more, but the energy savings and increased lifespan will more than make up for the higher price</p>	<p>If your cooling system is more than ten years old, consider replacing it with a premium efficiency system.</p> <p>A high-efficiency system will use about 15% less energy than a conventional system.</p> <p>Efficient systems do cost more, but the energy savings and increased lifespan will more than make up for the higher price</p>
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<p>CUT ENERGY COSTS BY UP TO</p> <p>\$220 /YEAR</p>	<p>CUT ENERGY COSTS BY UP TO</p> <p>\$220 /YEAR</p>

Tip #2: Tell People What to Do



Significantly Higher Engagement and Behavioral Intention










Tip #3: Be Specific With Savings


 Save up to \$1.50 per tube Contact your utility for more information	\$ amount
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 Rebates available Contact your utility for more information	No \$ amount
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Significantly Higher Ease of Use
Marginally Higher Trust and Utility

Tip #4: Be Clear and Relatable

1. Verb	 ACT	 OPTIMIZE	 INVEST
2. Hedonic	 LOW COST	 QUICK WIN	 BIG SAVINGS
3. Utility	 BEHAVIOUR	 MAINTENANCE	 INVESTMENT



Significantly Higher Engagement, Interest,
and Behavioral Intention

Tip #5: Show Savings, Not Costs



Thank you!

...and stay tuned for our paper!

Jason Kaufman

jkaufman@seechangeinstitute.com

Tips for Tips Recap:

1. Put People in Pictures
2. Tell People What to Do
3. Be Specific with Savings
4. Be Clear and Relatable
5. Show Savings, not Costs

