



Blending Boots On The Ground with Technology

Engaging Energy Users and Changing Behavior Through Community-based Outreach and Smart Meter Technology

Behavior, Energy & Climate Change Conference

December 8, 2014

Save Energy.
SAVE VACATION.



Saving Energy SAVES YOU MONEY. ENERGYSAVERS.GOV U.S. DEPARTMENT OF **ENERGY** 

NOT IN USE?
TURN OFF THE JUICE!

LEAD BY EXAMPLE WITH
SMART ENERGY CHOICES
AT WORK AND AT HOME.

USE YOUR WITS. SAVE YOUR WATTS!
Switch off unnecessary lights.
Empty rooms love the dark!

UNPLUG THAT DRAIN!
Shut off or unplug electrical "drains" such as
battery chargers, radios, printers, scanners, and coffeemakers.

BE WISE ABOUT OFFICE SUPPLIES.
Use energy efficient products with the ENERGY STAR® Label.

BURN CARBOHYDRATES...NOT HYDROCARBONS!
Walk, bike, or take public transport to work.


 **ENERGY STAR**





 **YOU HAVE the POWER™**

For more information contact:
EERE Information Center 1-877-636-6848 or 1-877-325-3463. www.eere.energy.gov



U.S. Department of Energy
Energy Efficiency and Renewable Energy
Bringing you a comprehensive array of energy efficiency products, services, and information.

 **AUTO\$LEEP**


 **WASH COLD**

 **ADJUST**

Save energy, save money.
energysaver.gov

**The Invisible
Climate Problem**



Less Heat = More \$avings
Save energy, save money.




energysaver.gov  

*Saving Energy
Saves You Money*


 ENERGYSAVERS.GOV U.S. DEPARTMENT OF **ENERGY**


INSULATE NOW
**SAVE UP TO 30%
ON YOUR ENERGY BILLS***



**Turn PINK
into green.**

To find the nearest retailer, go to www.owenscorning.com or call 1-800-GET-PINK.

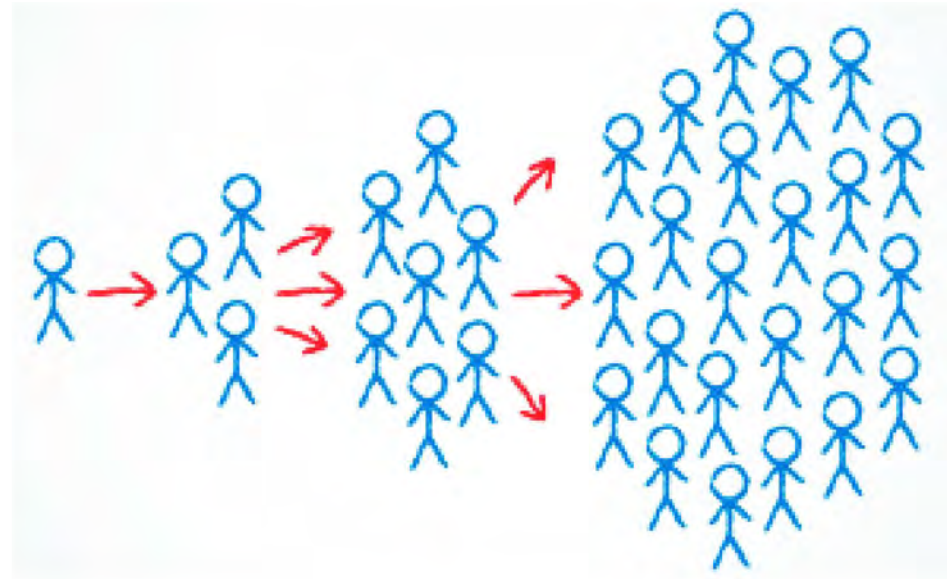
 The instant you add Owens Corning FIBERGLAS® insulation, the power you'll start saving money to find out how to install and where to buy—visit www.owenscorning.com or call 1-800-GET-PINK.

 **INSULON IS LIVE™**

*Learn more at http://www.eere.energy.gov/consumerinfo/energy_saver/
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Community-based Social Marketing

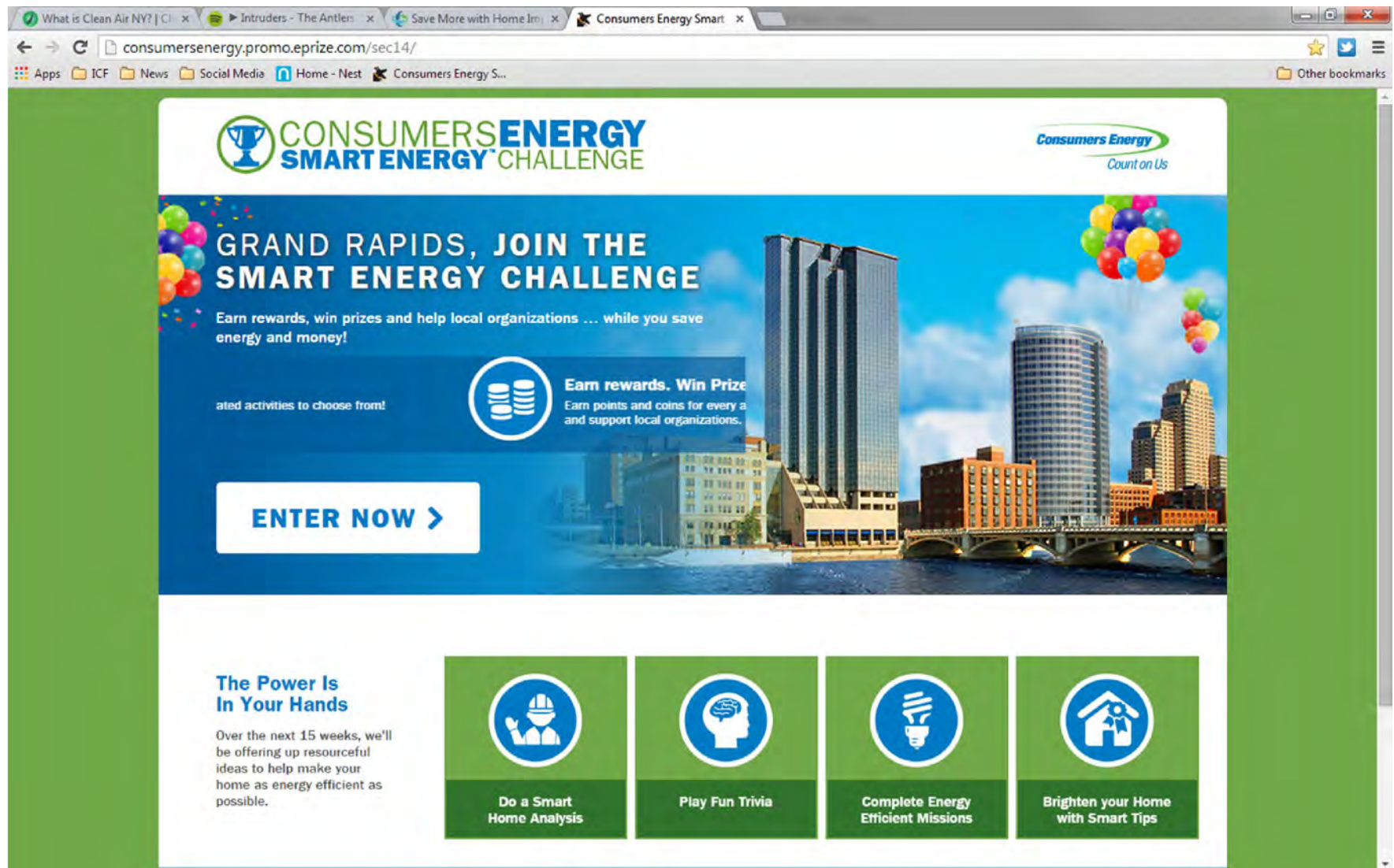


- Integrate into community
- Build trust
- Create virality among community members

So...what did we do?



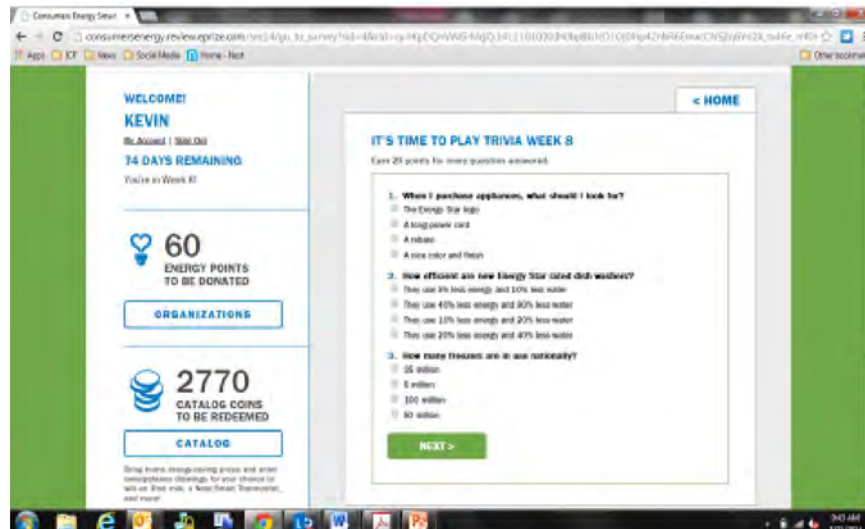
Smart Energy Challenge Engagement and Loyalty Website



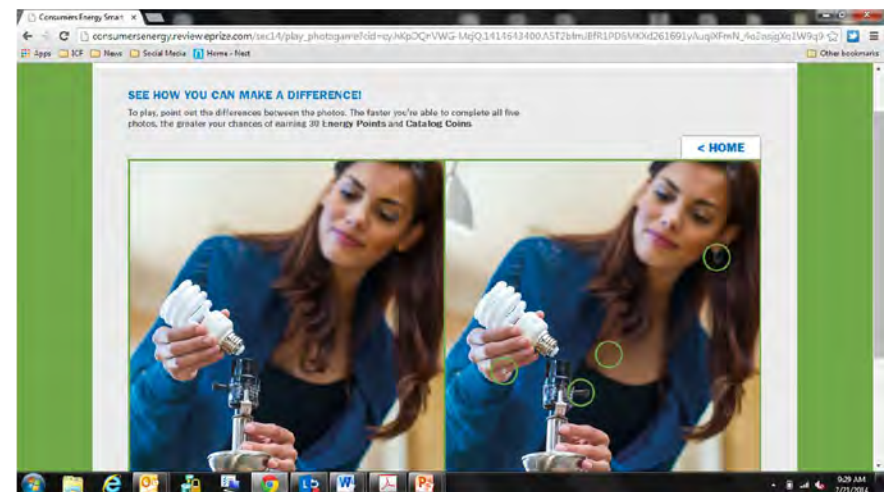
Website Activities (+ Featured Activities)

My Consumers Energy		Saving Energy/Featured Activities
Enter Account Number		Get a free do-it-yourself energy savings kit
Sign up for eServices		Schedule a Smart Home Analysis
Be in the Know – Sign up to receive the eNewsletter		Sign up for eServices
Learn	Social “Share”	Visit you Smart Energy portal
Take a poll	Like us on Facebook	Act
Trivia	Follow us on Twitter	Online Home Energy Analyzer
Find out how you can benefit from a smart grid	Refer a friend	Appliance Recycling
Game		Living Room Mission
Videos		Building Science mission
Lighting Program		Kitchen Mission
ENERGY STAR Appliances		Lighting Mission
Lighting App		Laundry Room Mission
Commercial and Industrial Programs		Take the pledge to save energy

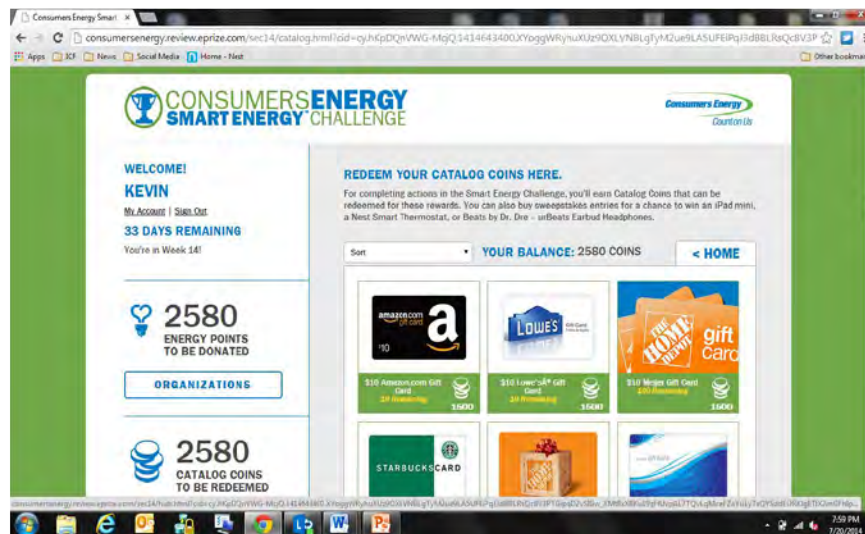
Example Activities and Rewards Catalog



Trivia



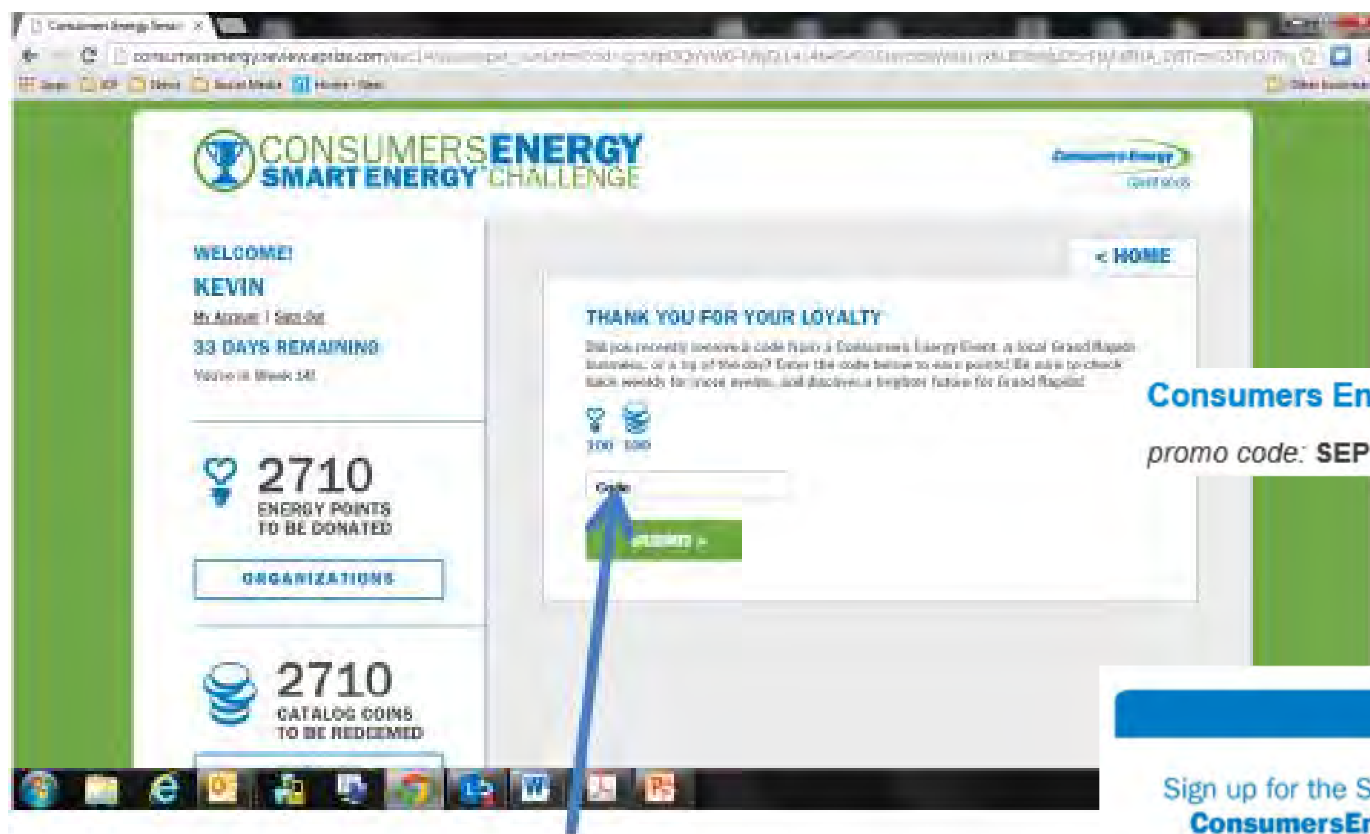
Games



Rewards Catalog

EARN POINTS FOR ATTENDING EVENTS, VISITING YOUR SMART ENERGY PORTAL, GOING ON A SCAVENGER HUNT

Promo Codes



Consumers Energy Smart Energy Challenge

promo code: **SEP19516** Now through November 30th.

Enter your code to receive your coins

Sign up for the Smart Energy Challenge at
ConsumersEnergy.com/challenge.

Use this code to **receive 600 points:**

SCA51405

Non-profit Organization Challenge



- Friendly competition
- Quick integration into community
- Prizes for the organizations that garnered the most point donations



American Red Cross
West Michigan Region

GRAND RAPIDS SYMPHONY
David Lockington, Music Director



FREDERIK MEIJER
Gardens & Sculpture Park



Outreach Events



Marketing

Earn Rewards! Support Grand Rapids!

Consumers Energy Count on Us

GRAND RAPIDS – JOIN THE SMART ENERGY CHALLENGE TODAY

Be a winner and make a difference in your community!

Dear _____

Go to ConsumersEnergy.com/challenge and join the Consumers Energy Smart Energy Challenge to see how rewarding it can be to save energy in your home. Now through November 30, you'll learn new ways to reduce energy costs while you earn rewards, enter to win big prizes and support greater Grand Rapids-area organizations.

Sign up for the Smart Energy Challenge* and you can:

1. **Save energy and money.** Discover simple ways to make your home more energy efficient.
2. **Play online games.** Choose from lots of great energy-related activities!
3. **Earn points and coins for every activity.** Redeem coins for gift cards and rewards in the online store. Allocate your points to help local organizations win prizes, too!

CONSUMERS ENERGY SMART ENERGY CHALLENGE JOIN NOW

East Hills **GRAND RAPIDS SYMPHONY** **Kids Food Basket** **THE SALVATION ARMY**

Frederik Meijer Gardens & Sculpture Park **American Red Cross** **WEST KANSAS SUSTAINABLE BUSINESS FORUM**

CONNECT WITH US

*Open to legal residents of Grand Rapids, Michigan, who are Consumers Energy customers as of August 15, 2014, and are at least 18 years old at the time of entry. Program ends November 30, 2014. See website for complete details and terms and conditions.

IT'S A WIN-WIN!

SUPPORT KIDS' FOOD BASKET
IN THE SMART ENERGY CHALLENGE.

Earn rewards while you help the greater Grand Rapids area!

The Consumers Energy Smart Energy Challenge is a great way to support our work in the community while you learn about home energy efficiency and earn rewards!

CONSUMERS ENERGY SMART ENERGY CHALLENGE

Now through November 30, when you participate in Smart Energy Challenge activities online at ConsumersEnergy.com/challenge, you'll learn new ways to reduce energy costs while you earn coins that you can redeem for great rewards. For each coin you earn, you'll also receive an equal number of Energy Points, which you can allocate to support local organizations. The organizations with the most points win prizes. Please use your points to help us, and those we serve, be winners, too!

Show your support for Kids' Food Basket.
Sign up today at ConsumersEnergy.com/challenge.

Kids Food Basket

FREE! Energy Efficiency Starter Kit

Compliments of Consumers Energy

Reduce your home's energy bills.

Thank you for signing up for the Consumers Energy Smart Energy Challenge. Use this kit to improve your home's energy efficiency, and start saving today.

Please visit ConsumersEnergy.com/challenge for more energy-saving tips!

CONSUMERS ENERGY SMART ENERGY CHALLENGE **Consumers Energy** Count on Us

GRAND RAPIDS, JOIN THE SMART ENERGY CHALLENGE.

SAVING ENERGY HAS NEVER BEEN SO REWARDING!

Be a winner and make a difference in your community! Go to ConsumersEnergy.com/challenge and join the Smart Energy Challenge. Now through November 30 ONLY, you can:

- Learn new ways to reduce energy costs
- Earn rewards
- Win even bigger prizes in monthly drawings
- Support local Grand Rapids organizations

The more you play, the more you earn, the more everyone wins! **Join in today!**

CONSUMERS ENERGY SMART ENERGY CHALLENGE **Consumers Energy** Count on Us

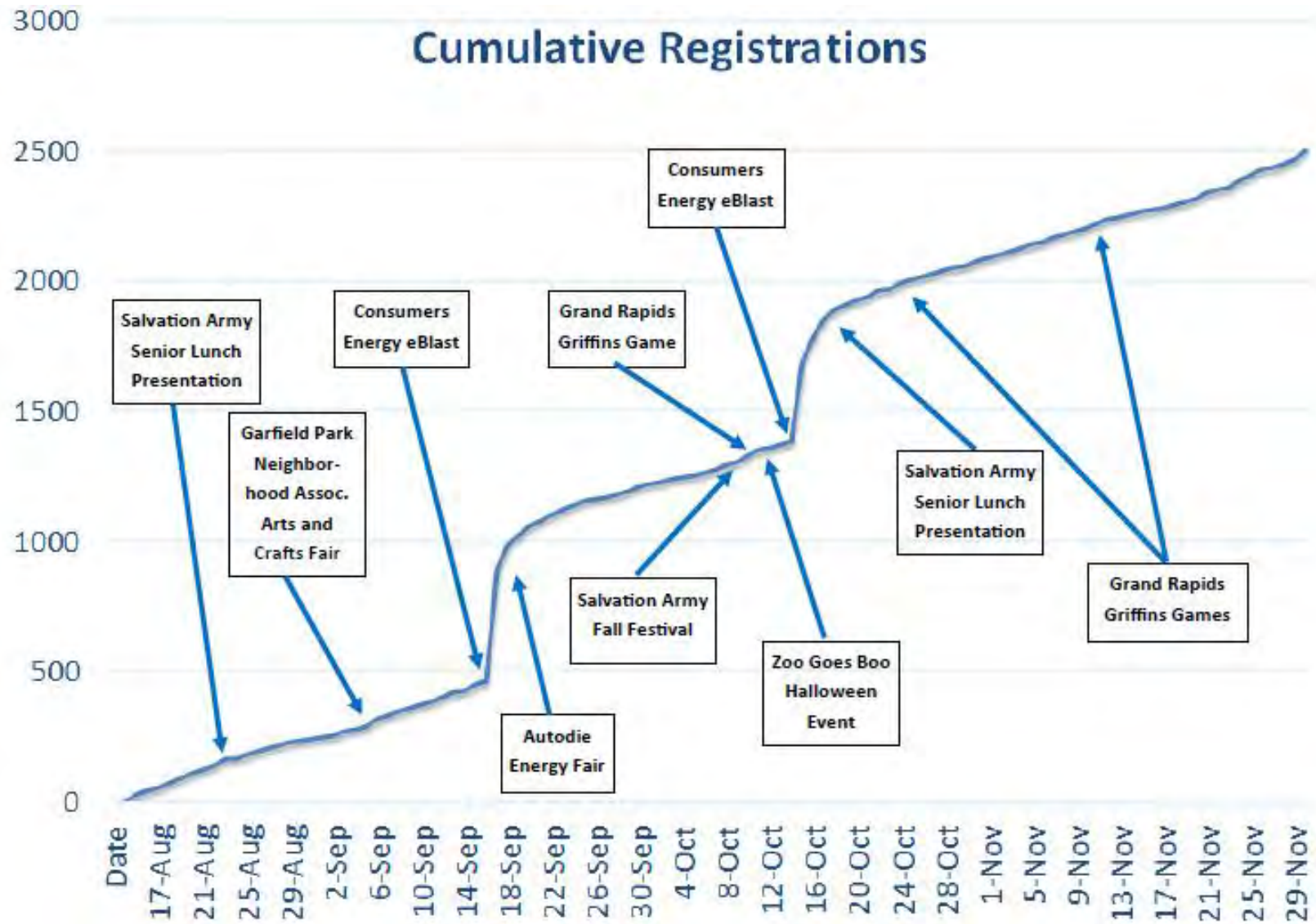
Get started at: ConsumersEnergy.com/challenge.

HELPING MICHIGAN SAVE ENERGY. THAT'S OUR PROMISE.

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CONNECT WITH US

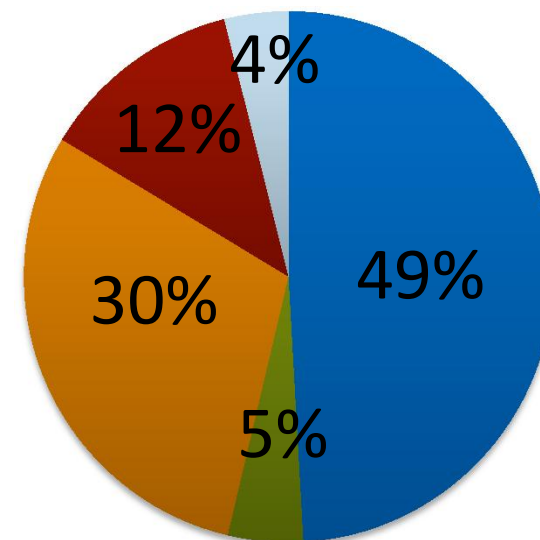
Results



Results

Website Analytics	
Average time spent per login	10 min 18 sec
Logins per registrant	6.56
Email opt-in rate	32.5%
Refer a friend emails	7,929
DIY kits redeemed	908
Smart Home Analyses performed	189
Visits to Smart Energy portal (smart meter data)	494
Total promo codes entered for points	3,818
Rewards redeemed	1,101

How did participants find out?



- Consumers Energy eBlast
- Bill insert
- Friend/Family/Org/Social Media
- Outreach Event
- Other



Consumers Energy

Count on Us