BECC 2014
Business Energy Reports
Pilot Results
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Topics

The Small Medium Business Challenge
What are Business Energy Reports?
How we structured the pilot
Lessons learned
Next steps
The Small Medium Business (SMB) Opportunity
The Pilot with Business Energy Reports

Opt out program approach…
Using Motivation, Action and Reinforcement

Feedback

Social Norms

Clear and targeted tips

Awareness
Designing the Pilot

1. Conduct focus groups
2. Launch Alpha Evaluate!
3. Set up experimental design
4. Select target customers
5. Launch Beta Evaluate!
6. Pilot evaluation
74% of respondents say that they thoroughly review most or some of the content in the Business Energy reports.
92% of respondents say they are solely responsible or share responsibility for making energy efficient decisions for their business.
Learning 3 - Businesses Motivated to Take (some) Action

Took Action

- Took action on recommendation in Report
  1. Lighting changes/turn lights off
  2. Thermostat/HVAC system changes/actions
  3. Shut down/unplug equipment when not in use
  - 41%
- Registered for a PG&E online account
  - 25%
- Sought information about energy-efficiency programs
  - 24%
- Visited PG&E website to learn more about saving energy
  - 23%
- Logged onto PG&E online account to analyze energy usage
  - 22%
- Called PG&E to update business information
  - 15%
- Visited PG&E website to learn more about the reports
  - 14%
- Signed up for PG&E sponsored energy-efficiency programs
  - 12%

No Action

- 30%

Took Action

- 70%
A majority of customers are satisfied with many aspects of the reports, but fewer than half (43%) are satisfied with the overall usefulness.
Other Findings

Impact evaluation to energy savings
• inconclusive

Uptake in energy efficiency programs
• inconclusive

Engagement effectiveness
• 10% engagement with Call Center
• 4% response rate with mail-in survey
• 7% response rate to phone survey
Next Steps

• **Priority** is to motivate customers to take action
• Experiment with more “influence” levers
• Continue to limit barriers to action
• Improve tips to be more relevant/realistic
• Accuracy of customer metadata
• Refine target customers
Thank you!

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