

# BECC 2014

## Business Energy Reports Pilot Results

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The Small Medium Business Challenge

What are Business Energy Reports?

How we structured the pilot

Lessons learned

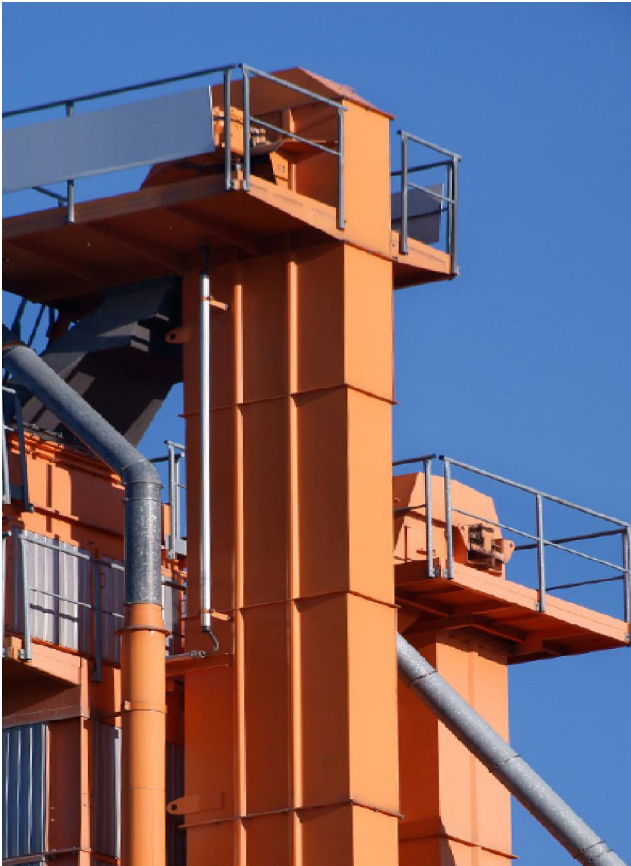
Next steps





# The Small Medium Business (SMB) Opportunity

3





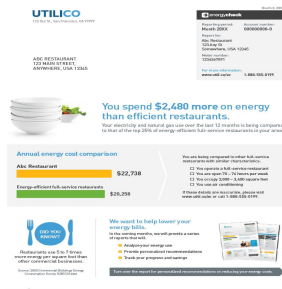
# The Pilot with Business Energy Reports

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Opt out program approach...

Welcome  
report

Regular progress  
reports



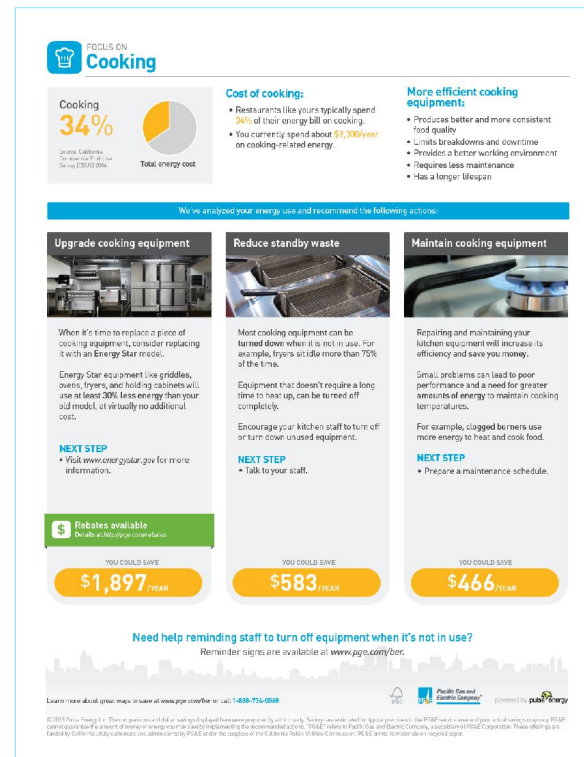
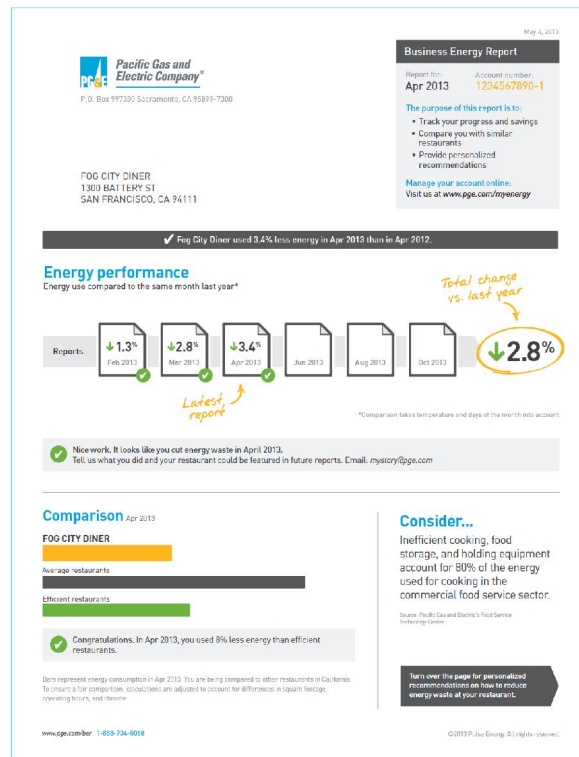


# Using Motivation, Action and Reinforcement

5

Feedback

Social  
Norms



Awareness

Clear  
and  
targeted  
tips

# Designing the Pilot

6

1. Conduct focus groups
2. Launch Alpha Evaluate!
3. Set up experimental design
4. Select target customers
5. Launch Beta Evaluate!
6. Pilot evaluation



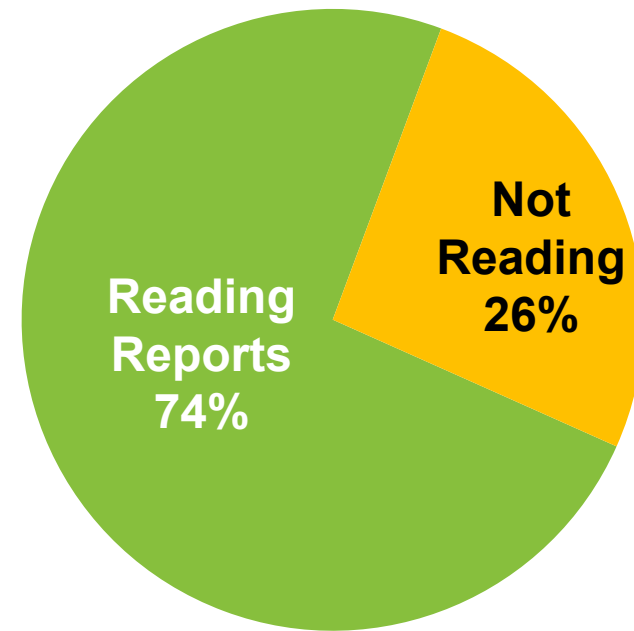


## Learning 1 – Reports are Opened & Read

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# 74%

of respondents say that they thoroughly review most or some of the content in the Business Energy reports





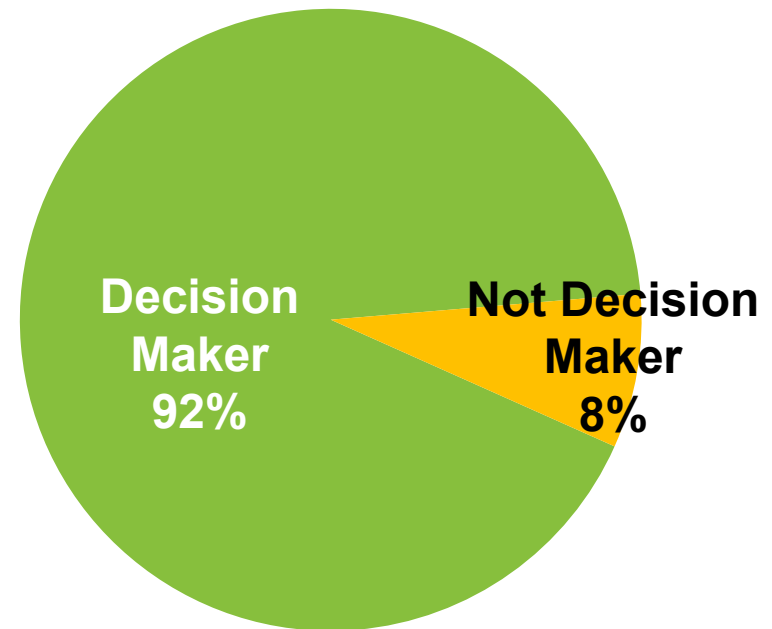


## Learning 2 - Reports are Read by Decision Makers

8

# 92%

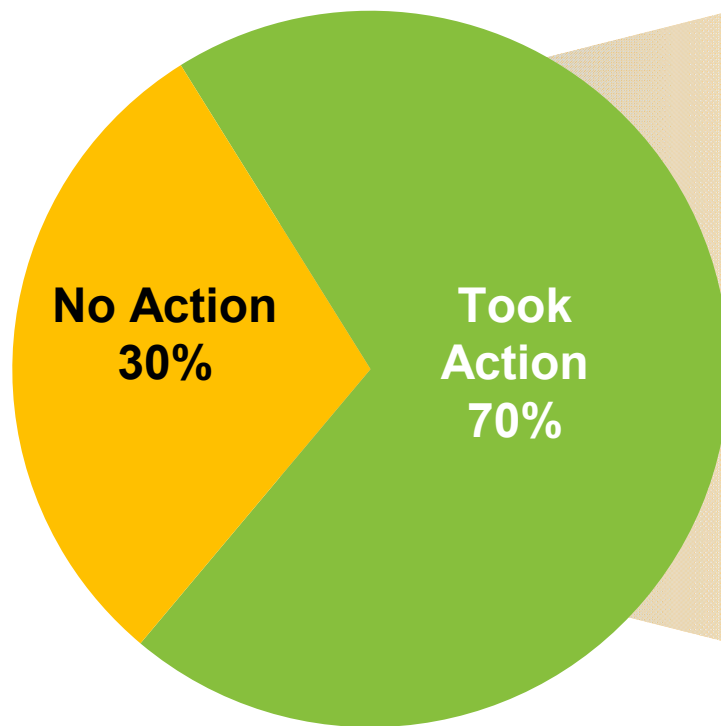
of respondents say they are solely responsible or share responsibility for making energy efficient decisions for their business







## 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%

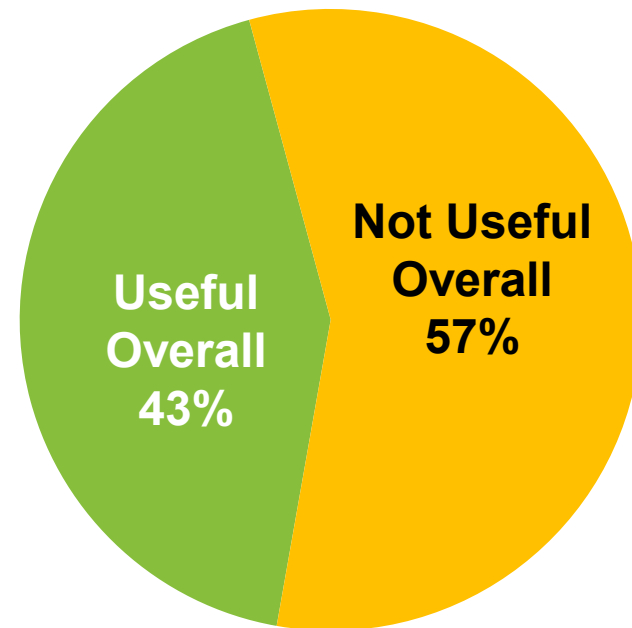


## Learning 4 – Overall Usefulness Needs Improvement

10

# 43%

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

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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

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- **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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