



CLEAResult

Stanwood Energy Challenge

December 9, 2014

We change the way people use energy™

▲ What is the Stanwood Energy Challenge?

STANWOOD energy CHALLENGE

*16 businesses. 2 teams. 5 months.
Which team of power players will eliminate the
most energy waste.*



What did we aim to answer?

Phase 1

Starbucks Challenge

(2011 – 2012)

- 10 stores. 1 month.
 - Energy savings = 2 - 4%
 - Persistence? Scalable?
- Phase 2a = longer, lighter-touch challenge
- Highly structured environment:
 - Facilitated participation
 - Limited employee choices

Phase 2b

Stanwood Challenge

(2013 – 2014)

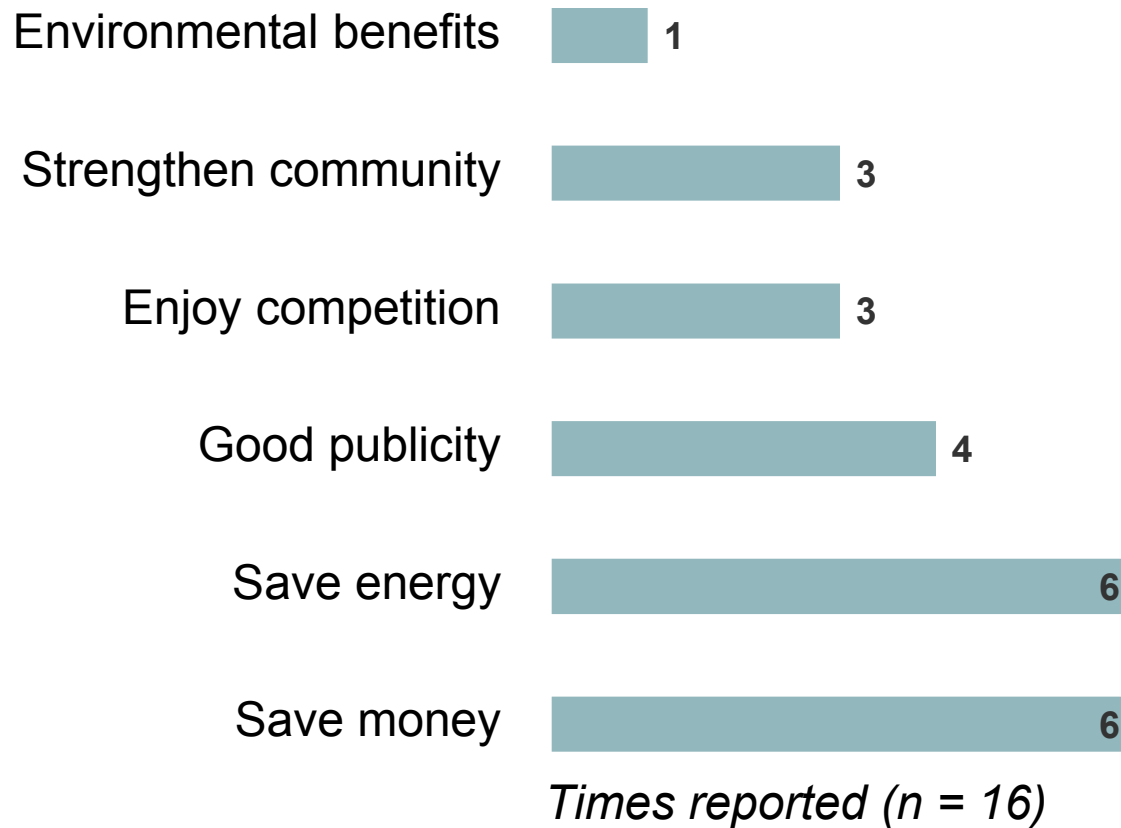
- Would small businesses opt in?
- What program strategies would help save energy?
- What benefits would participants derive?
- How much energy savings would we measure?

What did we do?

- Defined eligible participant group & upgraded meters
- Recruited 16 of 88 eligible
- Quick energy assessments
- Installed energy dashboards
- Formed 2 teams and launched energy challenge
- Supported teams through 5-month challenge
- Drove public awareness of challenge
- Wrap celebration
- M&V, EM&V



What caused small businesses to opt in?



Stanwood C-Hawks



Ace Hardware

Date: **04/24/2014**

Time: **00:02:00**



Amigo Restaurant

Date: **03/25/2014**

Time: **00:02:14**



Coastal Community Bank

Date: **03/07/2014**

Time: **00:01:45**



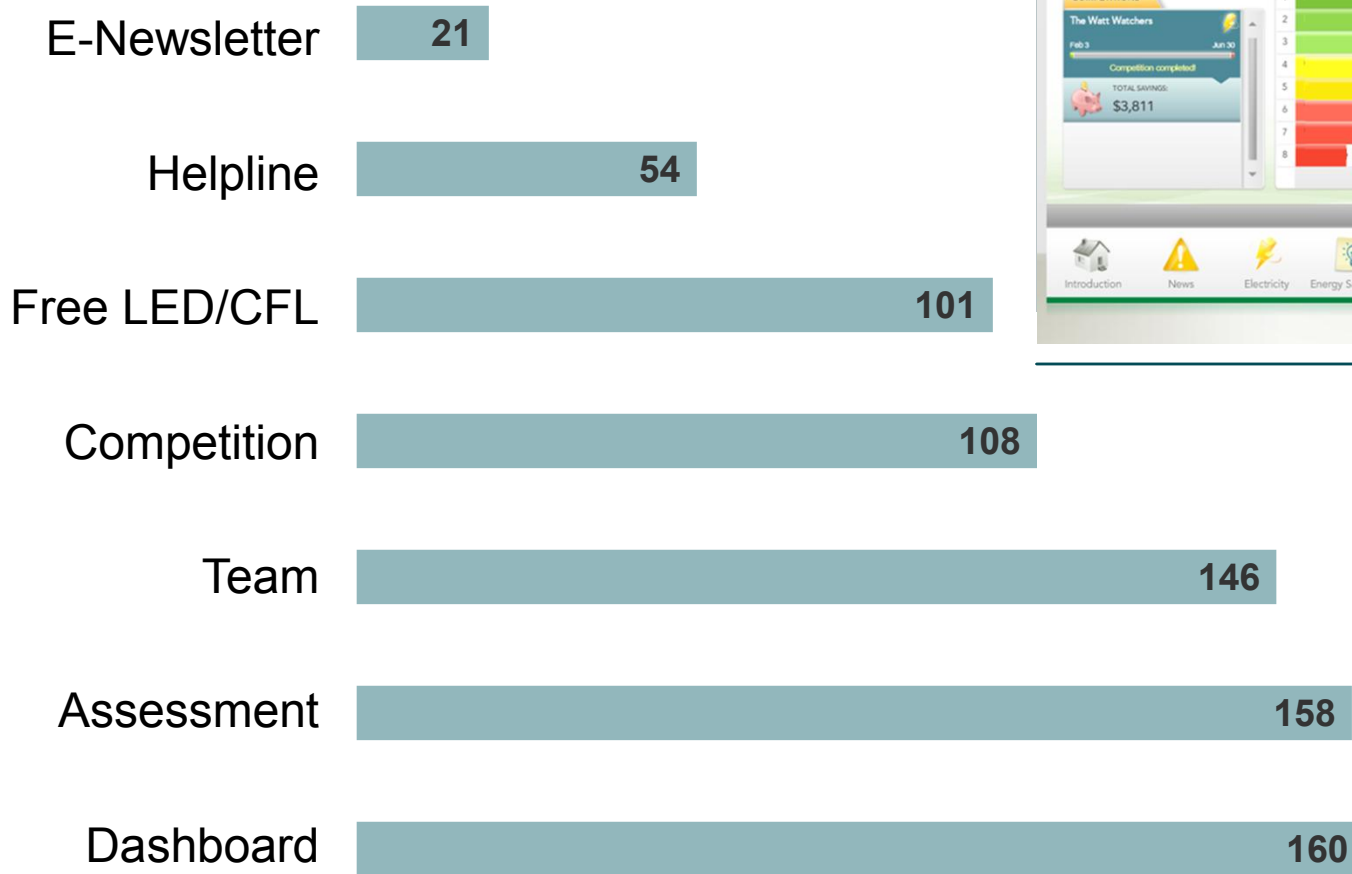
RE/MAX

Date: **04/24/2014**

Time: **00:01:34**

www.stanwoodchallenge.com

What strategies helped them save energy?



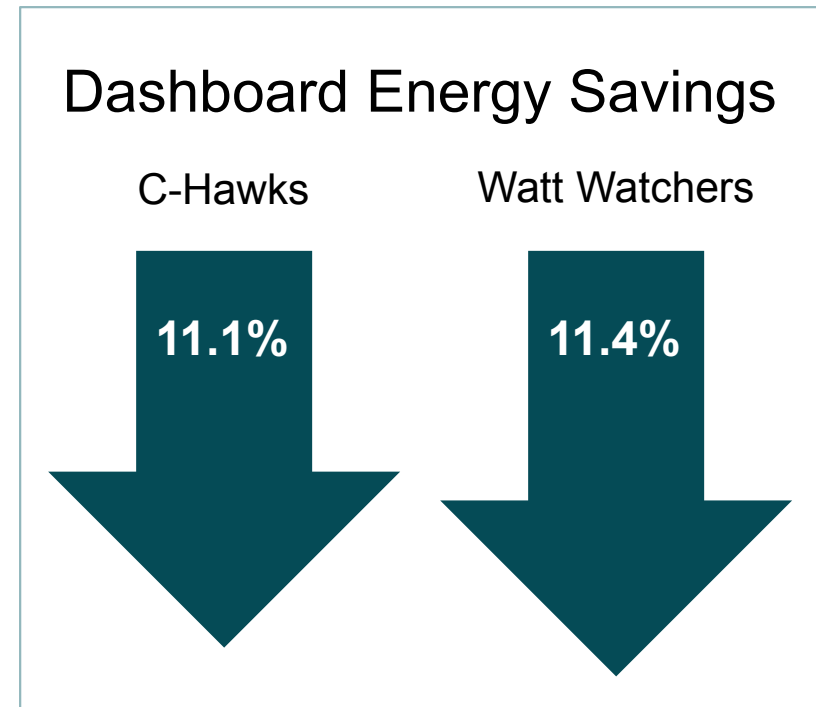
Relative Importance Scores (n=43)



▲ What benefits did participants derive?

- **93%** enjoyed participating
- **58%** thought about energy daily and **28%** weekly
- More than **50%** reported applying learnings at home/elsewhere
- Mean willingness to pay to play of ~\$50

(n = 43)



“Snohomish PUD seems much more approachable and community oriented as a result of this project”

▲ What savings were we able to measure?

Method: Pre/Post Pooled Regression Analysis

- Daily electricity usage data

Baseline: June 2013 to December 2013

Intervention: January 9, 2014 to June 30, 2014

- Business-specific controls for weather, day-of-week, holiday
- Adjustment for concurrent Direct Install program
 - 3.5% DI savings for Stanwood Challenge participants
 - 0.8% DI savings for all eligible Stanwood businesses

Dependent variable	Adjustment	Savings Estimate	90% CI
Daily Electricity Use	-None	10.0%	+/- 3.6%
Daily Electricity Use	-Direct Install	6.5%	+/- 2.5%

▲ Acknowledgements

- Laura McCrae, Snohomish PUD
- Summer Goodwin, Bonneville Power Administration
- Wayne Hollman, Lucid Design Group