



# Broccoli or Ice Cream?

## What Drives Energy Savings?

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Public Service of New Hampshire



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Q&A

Home Energy Reports for PSNH?

Experience of other operating companies  
of Northeast Utilities

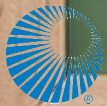
Other utilities in the country

Evaluation reports and residential  
behavioral studies

Neighbor comparison (normative)? ✓

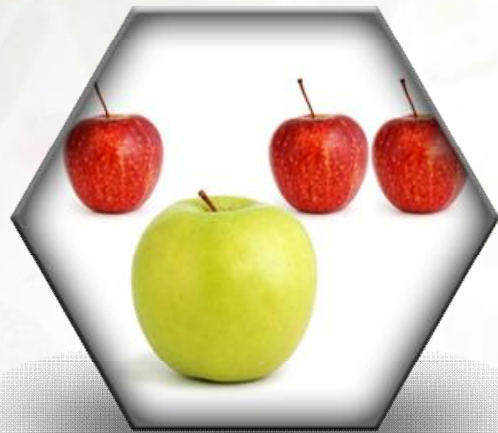
Rewards? ✓

Now what?



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# Broccoli?



“Comparison is a thief of joy.”

Theodore Roosevelt



*Evergreen Hotel*  
1000 Conscience Way  
Manchester, NH 00001

**Help Save Our Planet!**

78% of guests who have stayed in this room, yes, your room, reuse their towels. If you want to do your share in saving our planet, please hang your towels for reuse.

The Giant Panda thanks you.



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# Ice Cream?



Credit  
cards



MEMBERSHIP  
rewards®



Airlines



DELTA  
SKYMILES®



Hotels

spg\*  
Starwood  
Preferred  
Guest



Groceries!

SAFEWAY CLUB



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# When no one's watching

“Always remember: If you’re alone in the kitchen and you drop the lamb, you can always just pick it up. Who’s going to know?”

*- Julia Child*

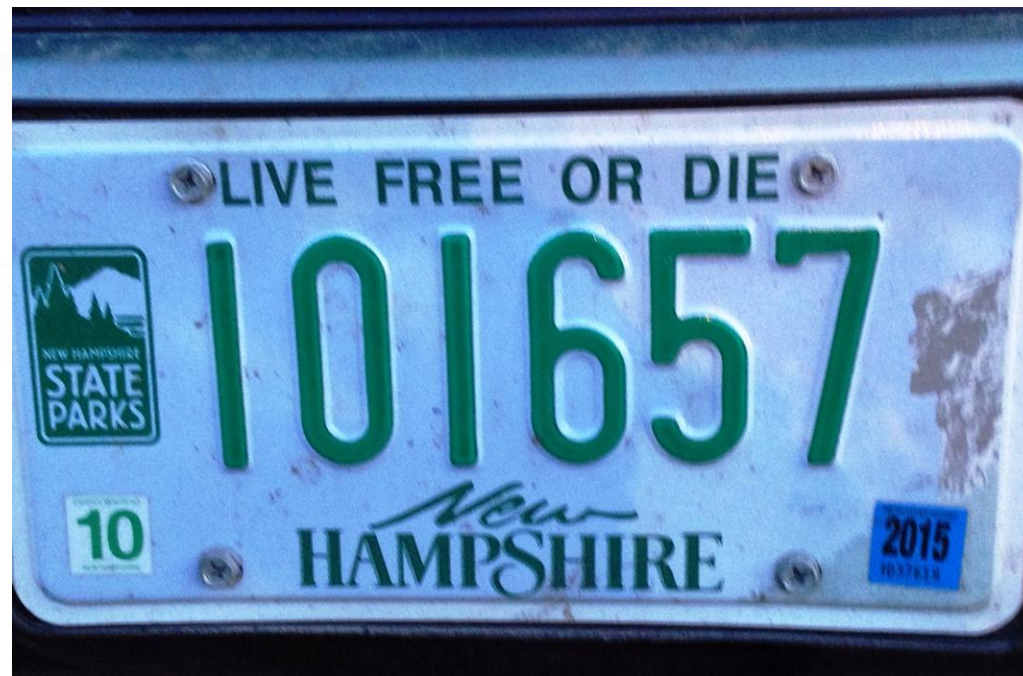


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# ... now what?



- I love New York
- Virginia is for lovers



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# PSNH Test

50%



50%

Comparison  
aka “intrinsic motivation”

**Intrinsic motivation =**  
Interest in the behavior itself

**Normative Home Energy Reports**  
Compare customers to similar homes to  
provide energy use context

Rewards  
aka “extrinsic motivation”

**Extrinsic motivation =**  
Interest in the behavior does not exist  
without the reward

**Rewards Home Energy Reports**  
Rewards for saving energy month-on-  
month over the previous year

Customers received **only** rewards to isolate  
effect

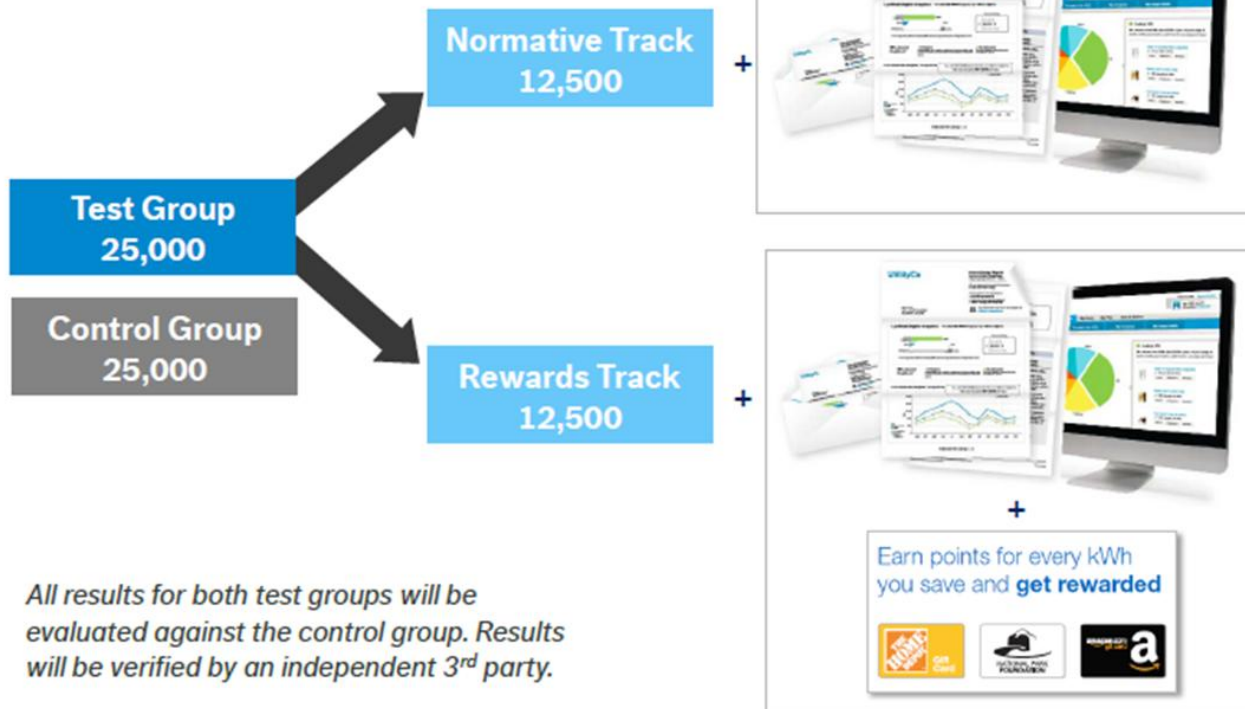


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# Pilot Program Design



25,000 HH pilot, split into a normative track and a rewards track



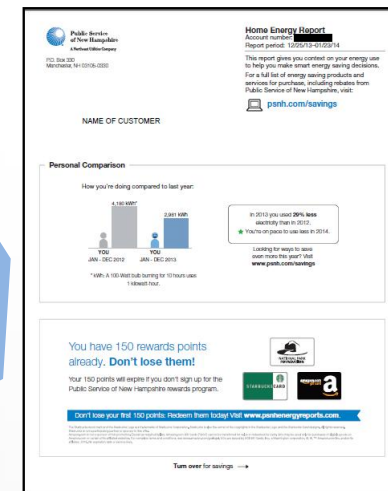
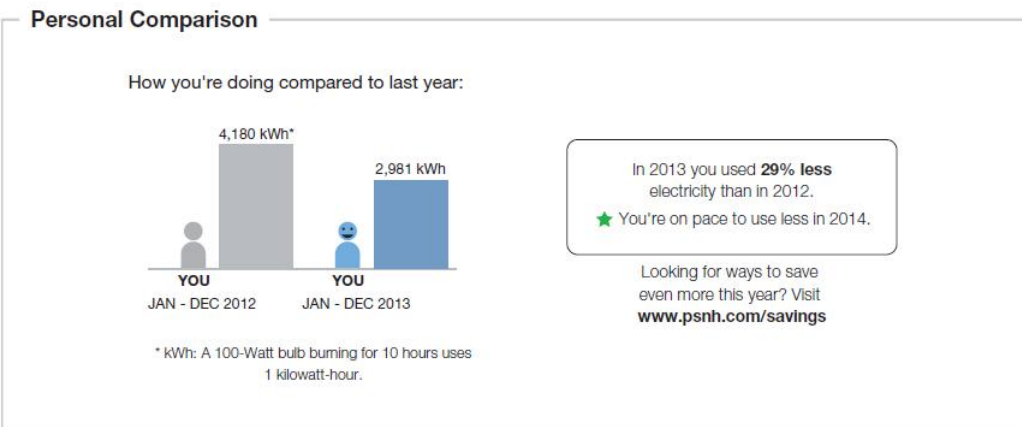
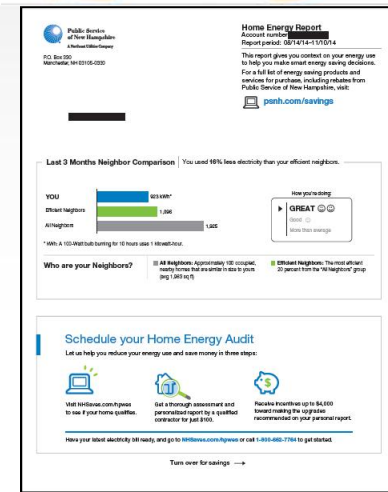
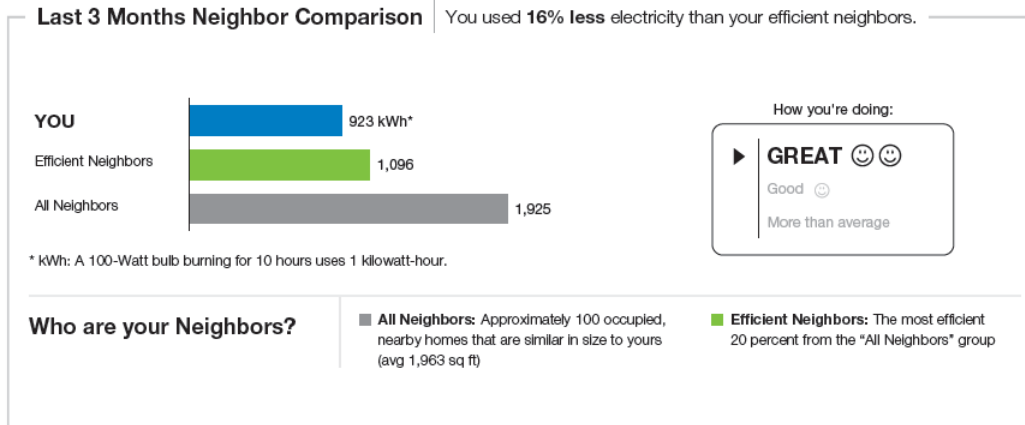
*All results for both test groups will be evaluated against the control group. Results will be verified by an independent 3<sup>rd</sup> party.*



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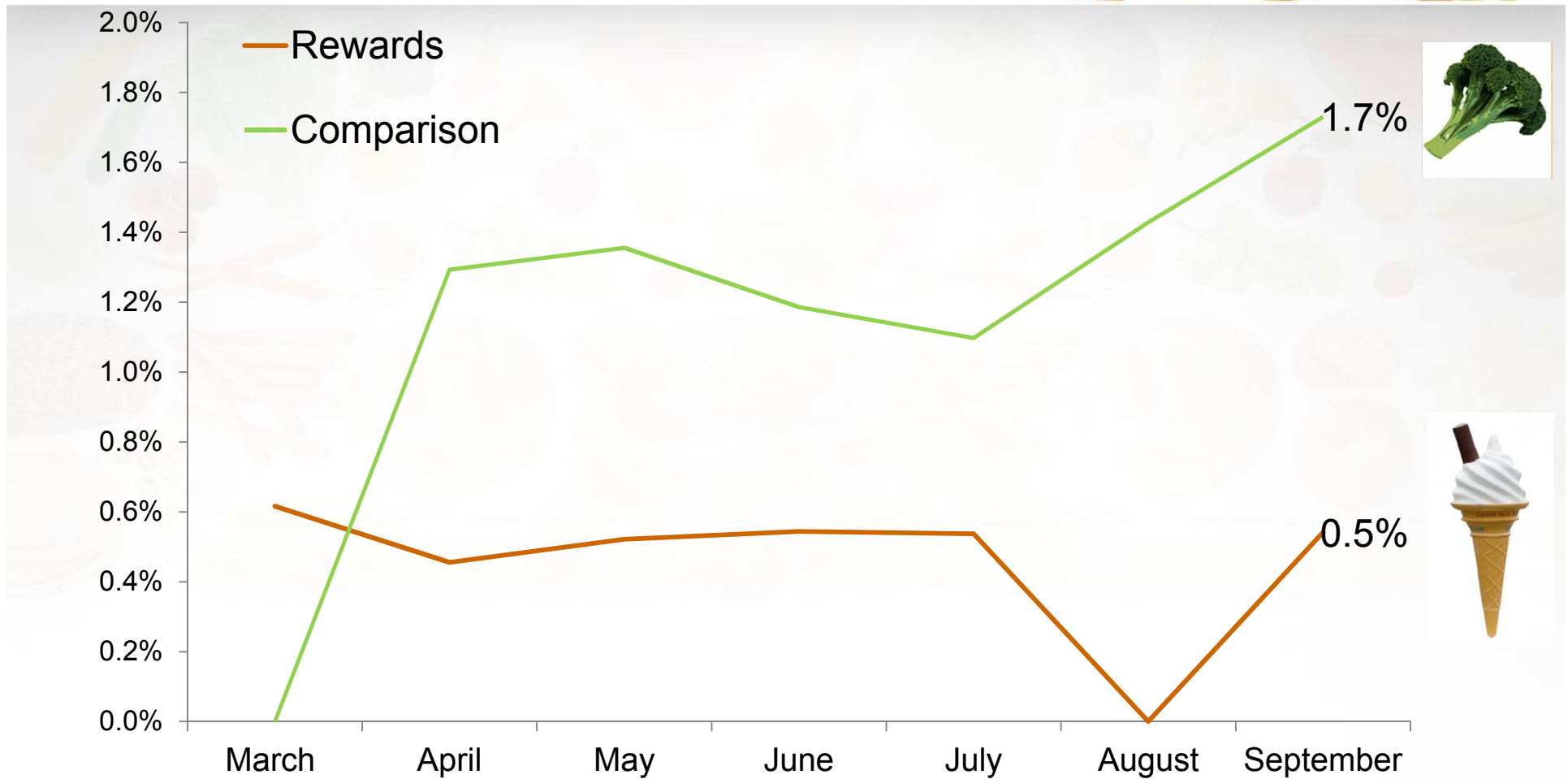


# PSNH's Home Energy Report



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# The Results



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# High-value action ...

You have 150 rewards points already. **Don't lose them!**

Your 150 points will expire if you don't sign up for the Public Service of New Hampshire rewards program.



Don't lose your first 150 points: Redeem them today! Visit [www.psnhenergyreports.com](http://www.psnhenergyreports.com).

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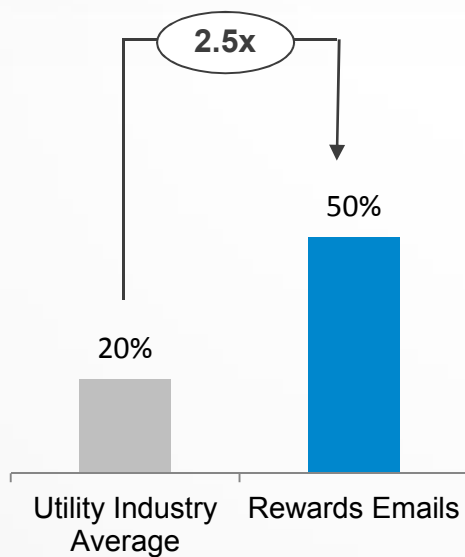


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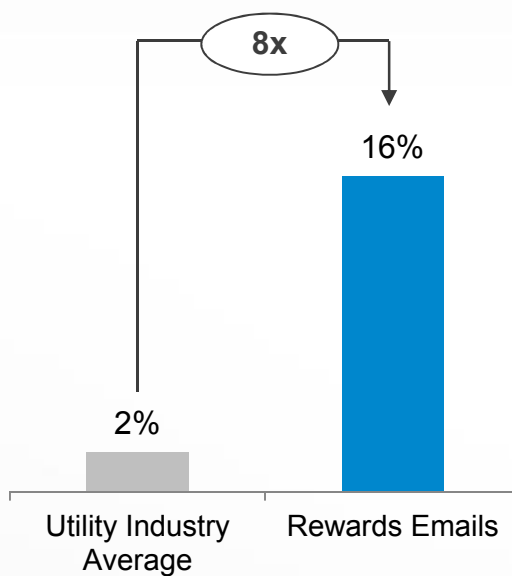


# Great engagement...

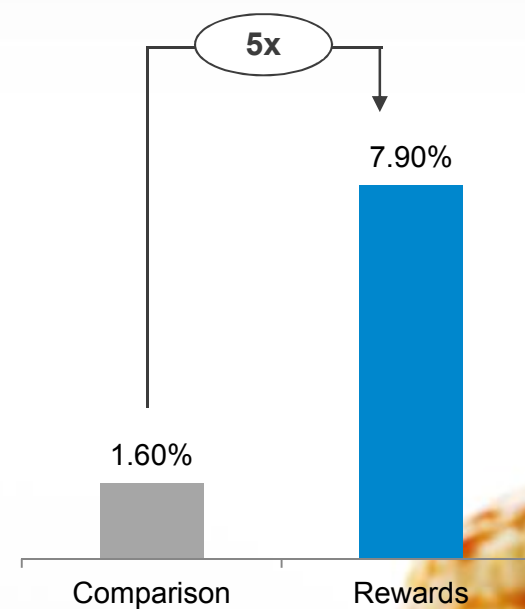
## Email Open Rates



## Email Click Through



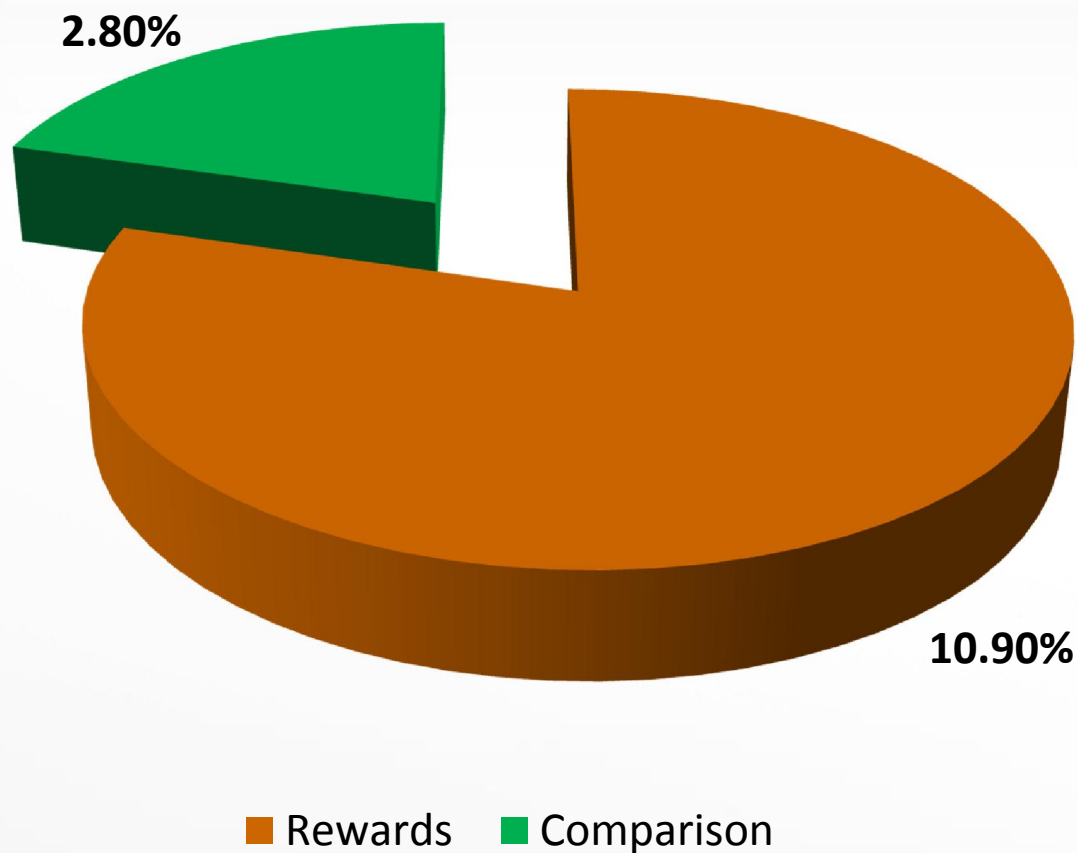
## Web Portal Login Rate



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# How many created online accounts?



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# And yet ...



■ Rewards  
■ Comparison

Avg. Time on Site  
(Rewards vs. Comparison)



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# So what drives energy savings?



- In the long run, neighbor comparison is a better motivator to save energy than rewards.
- However, rewards can drive engagement and high-value actions.
- Both work.
- ...and yes, there is broccoli-flavored ice cream.



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