Broccoli or Ice Cream?

What Drives Energy Savings?

Cynthia M. Trottier
Public Service of New Hampshire
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?
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.
Ice Cream?
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
... now what?

• I love New York

• Virginia is for lovers
PSNH Test

Intrinsic motivation = Interest in the behavior itself

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

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

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

Customers received **only** rewards to isolate effect
Pilot Program Design

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

Test Group 25,000
Control Group 25,000
Normative Track 12,500
Rewards Track 12,500

All results for both test groups will be evaluated against the control group. Results will be verified by an independent 3rd party.
PSNH’s Home Energy Report

Last 3 Months Neighbor Comparison

- **YOU**: 923 kWh*
- **Efficient Neighbors**: 1,006
- **All Neighbors**: 1,065

* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

**Who are your Neighbors?**
- **All Neighbors**: Approximately 100 occupied, nearby homes that are similar in size to yours (avg 1,963 sq ft)
- **Efficient Neighbors**: The most efficient 20 percent from the “All Neighbors” group

**How you’re doing:**
- GREAT 🎉
  - Good 😊
  - More than average

Personal Comparison

- **YOU**: 4,180 kWh* (JAN - DEC 2012)
- **YOU**: 2,081 kWh (JAN - DEC 2013)

* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

In 2013 you used 29% less electricity than in 2012. You’re on pace to use less in 2014.

Looking for ways to save even more this year? Visit www.psnh.com/savings

Northeast Utilities
The Results

<table>
<thead>
<tr>
<th>Month</th>
<th>Rewards</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>0.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>April</td>
<td>0.2%</td>
<td>0.4%</td>
</tr>
<tr>
<td>May</td>
<td>0.6%</td>
<td>1.0%</td>
</tr>
<tr>
<td>June</td>
<td>0.8%</td>
<td>1.2%</td>
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<tr>
<td>July</td>
<td>1.4%</td>
<td>1.6%</td>
</tr>
<tr>
<td>August</td>
<td>1.7%</td>
<td>2.0%</td>
</tr>
<tr>
<td>September</td>
<td>0.5%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Northeast Utilities
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.

Great engagement…

Email Open Rates
- Utility Industry Average: 20%
- Rewards Emails: 50%
  - 2.5x

Email Click Through
- Utility Industry Average: 2%
- Rewards Emails: 16%
  - 8x

Web Portal Login Rate
- Comparison: 1.60%
- Rewards: 7.90%
  - 5x

Utility Industry Average Rewards Emails
- Utility Industry Average: 20%
- Rewards Emails: 50%
  - 2.5x

Utility Industry Average Rewards Emails
- Utility Industry Average: 2%
- Rewards Emails: 16%
  - 8x

Comparison Rewards
- Comparison: 1.60%
- Rewards: 7.90%
  - 5x
How many created online accounts?

- Rewards: 10.90%
- Comparison: 2.80%
And yet …

Avg. Time on Site
*(Rewards vs. Comparison)*
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.