

Abstract #: 171

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**Abstract Title: How can we optimize Home Energy Report reduction in treatment to fit with portfolio needs?**

Abstract Text:

The impact of Home Energy Report (HER) programs accounts for a substantial amount of savings for customers. As behavioral initiatives continue to reach more customers and increase their contribution to energy savings, program administrators are seeking new ways to maintain savings while considering other opportunities to leverage program expenditures. A central question informing these efforts is whether program administrators can reduce the number of paper reports or increase their reliance on lower-cost electronic reports. If so, what are the energy savings and cost implications? Our recent study for the Massachusetts Program Administrators found that a reduction in reports resulted in a decrease in energy savings. We found that the magnitude of the savings reduction likely depends on the reduced-treatment design; including cohort fuel type, the duration of the program before the reduction (e.g., how much time a customer has to habituate actions or install equipment), and when the reduction occurs. These design aspects can have implications for optimizing savings or costs when planning future report reductions. This presentation discusses the implications of reducing report frequency from the perspective of both lifetime (smaller impacts given one-year measure life) and annual savings (larger impact given share of residential portfolio). With this in mind, our presentation discusses the benefits and challenges to administering these programs, as well as how to make good planning forecasts when making changes to program implementation.