

Abstract #: 362

Author Name: James Stewart

Author Company: Cadmus

Second Author's Name: Jennifer Hockett, Cadmus

**Abstract Title: Energy Savings from Business Energy Feedback: Evidence from Two Randomized Control Trials**

Abstract Text:

Home energy reports provide feedback to residential utility customers and have a proven record of saving electricity and natural gas. Much less is known, however, about the potential of energy feedback to save energy in the non-residential sector. Business energy reports may enable utilities to cost-effectively encourage thousands of commercial customers to save energy. In 2014, Xcel Energy's Business Energy Feedback (BEF) pilot in Minnesota and Colorado sent multiple energy reports to 20,000 and 10,000 small businesses (<250 kW), respectively. The reports provided customers with an individualized analysis of energy use, including a historical analysis of consumption, a social normative comparison, and tips for saving energy. The pilot was implemented as a randomized control trial, yielding highly credible and robust estimates of the pilot savings. This paper will present estimates of electricity and gas savings during the first year of the Minnesota and Colorado BEF pilot. Cadmus' initial analysis of the Colorado pilot showed BEFs saved an average of 0.6% of electricity use during the first six months. We also found that electricity savings increased over time, reaching 1% by month 6, similar to trends observed in most residential energy reports programs. Further, we found that the largest energy users saved the most. This paper provides savings estimates for one of the nation's first large-scale business energy reports programs, which will be of interest to researchers studying behavior change in the workplace and utility efficiency program managers interested in engaging large numbers of small and medium-sized commercial customers.