



## **Persistence of Savings in a Gas Home Energy Report Program**

Carly McClure, Managing Consultant, Navigant

Over the past several years there has been a growing interest in the persistence of savings from Home Energy Report (HER) programs after reports have been suspended. If savings persist after the cessation of reports it has important implications for the measure life and cost-effectiveness of HER programs. A white paper released in late 2014 reported that, on average, electricity savings from HER programs decay 20% annually.<sup>1</sup> However, there is much less evidence on the persistence of savings for gas HER programs. This study evaluates the persistence of savings for a gas HER program run by a large Midwestern utility. The program consists of 300,000 treatment customers who received reports for one year; average savings per customer were estimated to be 0.78%. After one year, the program was discontinued, with the last report sent in October 2014. This presentation will report on the persistence of gas savings during the 2014/2015 heating season, providing further insight into the question of HER program savings persistence.

<sup>1</sup> The Cadmus Group, Inc. 2014. "Long-Run Savings and Cost-Effectiveness of Home Energy Report Programs." Prepared by M. Sami Khawaja, PhD. And James Stewart, PhD.