

# HOW CAN WE OPTIMIZE HOME ENERGY REPORT REDUCTION TO FIT WITH PORTFOLIO NEEDS?

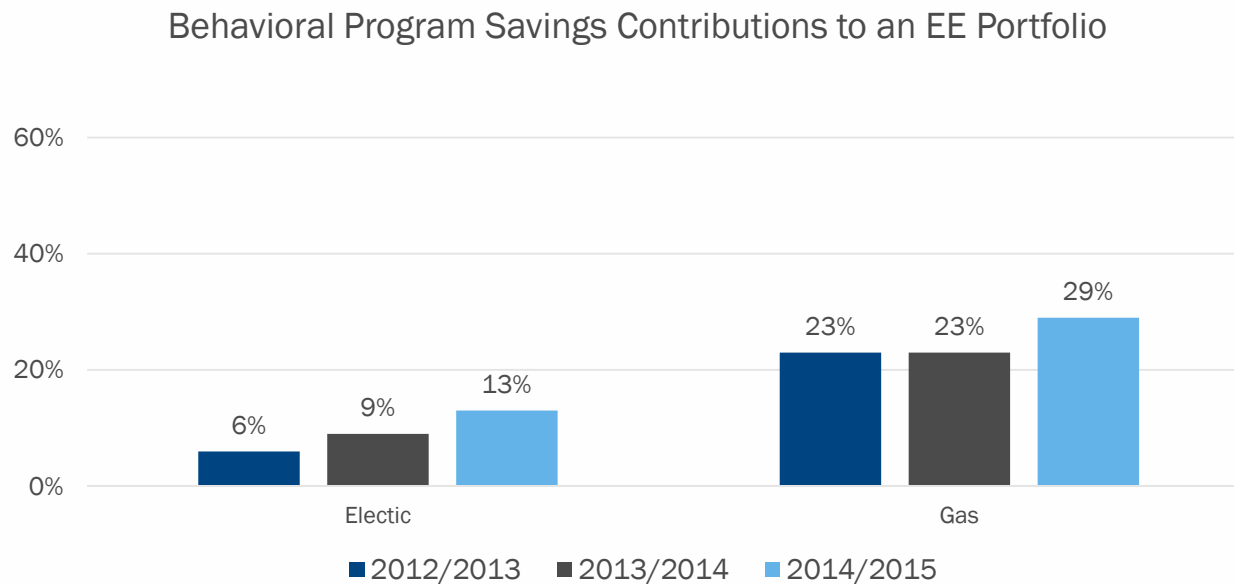
Behavior, Energy and Climate Change  
Conference

October 19, 2015



## Home Energy Report Programs Hold a Valuable Position in EE Portfolios

- Significant savings contributions within the residential sector, and the energy efficiency portfolio overall
- Tool for engaging utility customers and marketing other offerings



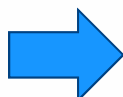
Source: Midwest utility



## But, Administrators of Mature Programs are Confronting Tough Questions

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- **Limited Opportunity for Expansion:** In some jurisdictions, few non-participating customers remain
- **Pressure to Find Cost Savings and Achieve Greater Cost Effectiveness:** Many program administrators are looking for ways to lower their program costs
- **What Counts as Savings:** How long are savings counted and what influence does channeling have?

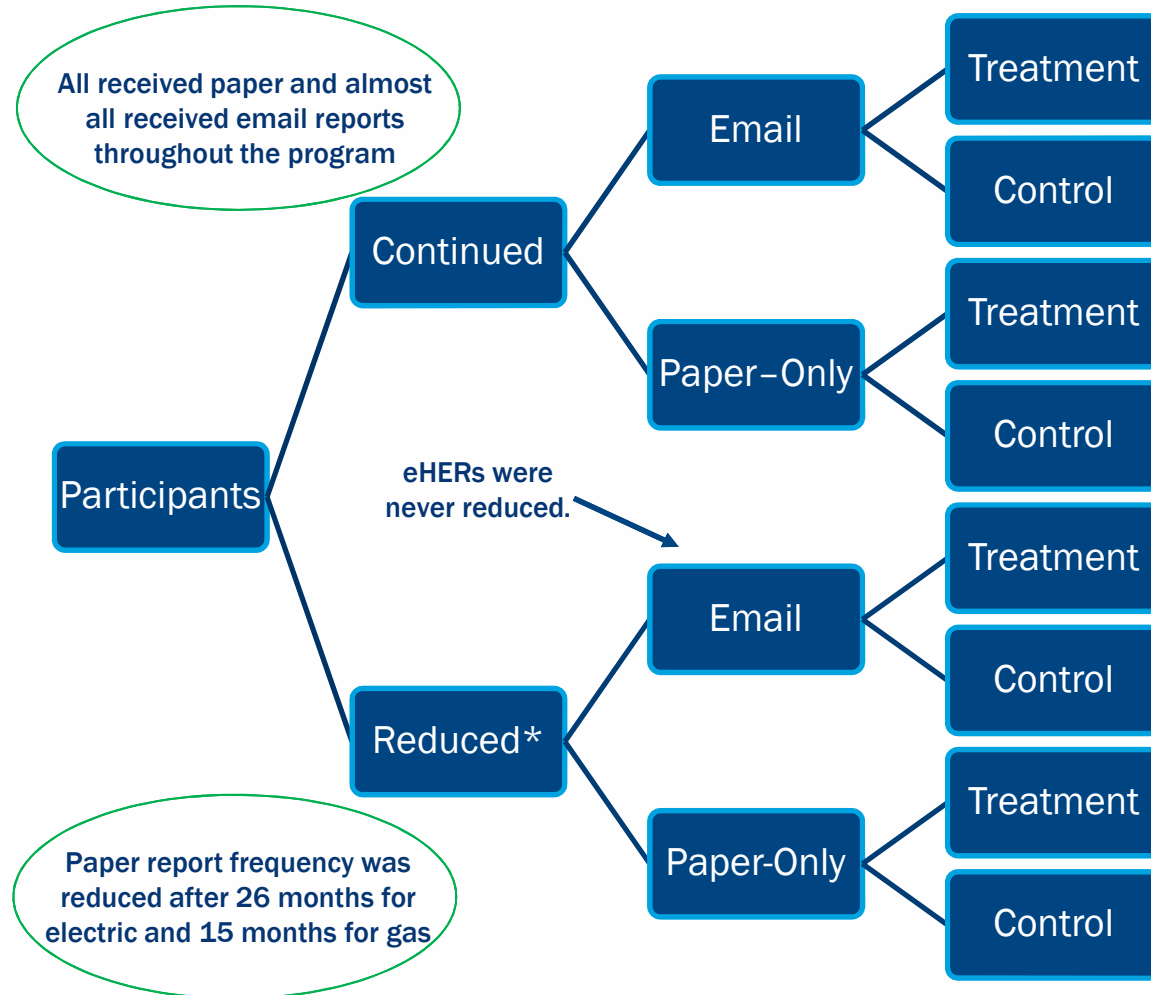
 One potential solution is reduced treatment for current participants.



# Lessons from a Reduced Treatment Experiment



# A Northeast Utility's Reduced Treatment Experiment



\* There were two periods of reduced treatment during the experiment timeframe.



## Objectives Associated with the Experiment

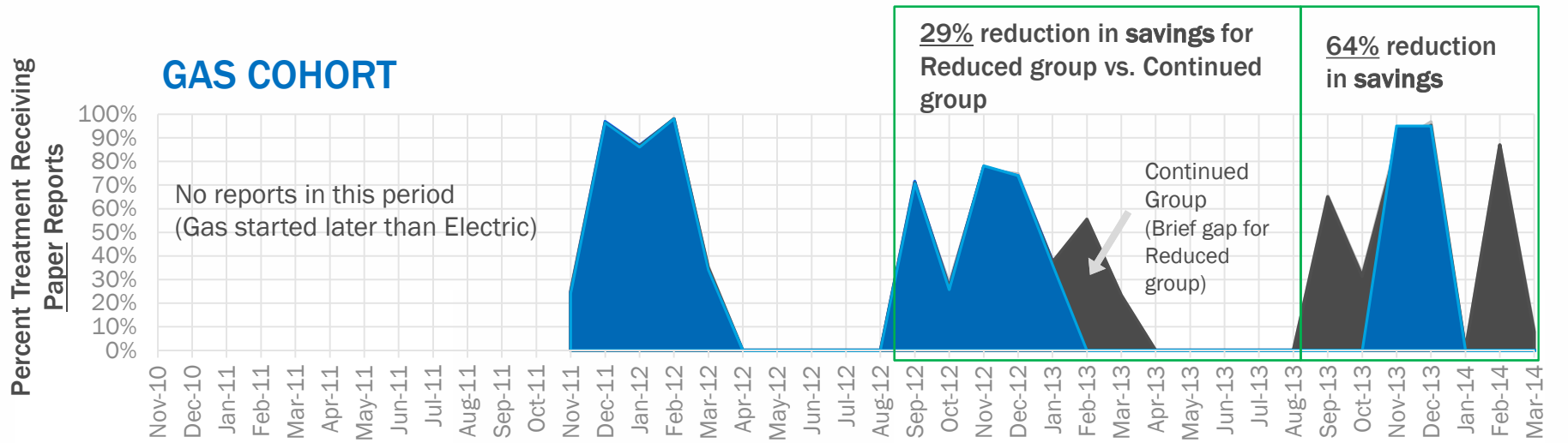
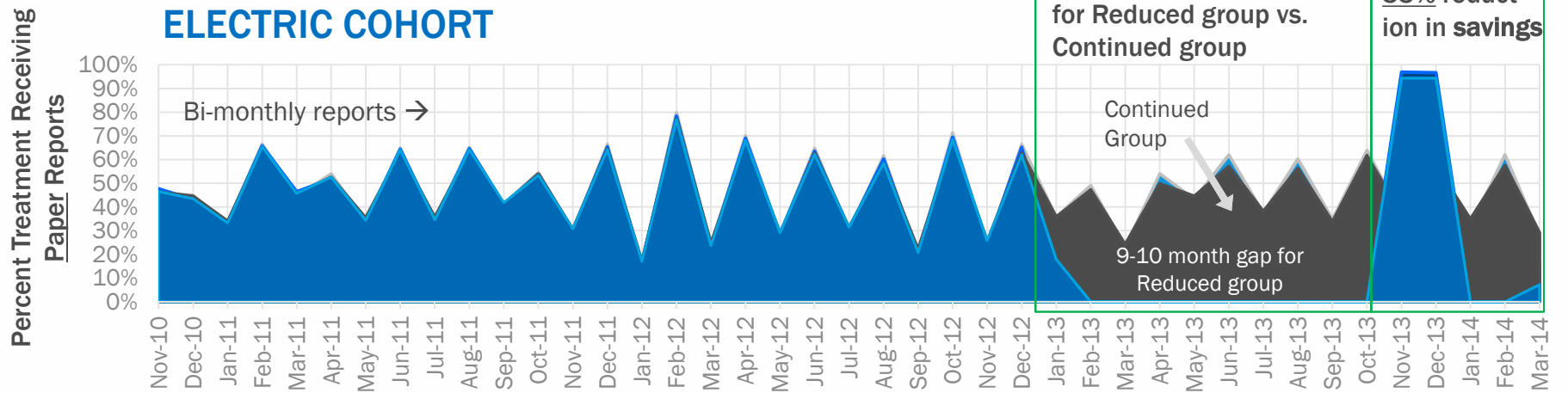
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- Assess changes in savings among participants who experienced a reduction in paper reports
- Research Question:

*What is the difference in savings between participants receiving a reduction in treatment compared to those who continue to receive regular treatment?*

- As part of this analysis, we also examined:
  - The difference between recipients of electronic vs. paper reports
  - Whether continued electronic reports could mitigate the effects of a reduction in paper reports

# A Couple of Factors Appeared to Affect Decay



# Implications for Program and Portfolio Planning

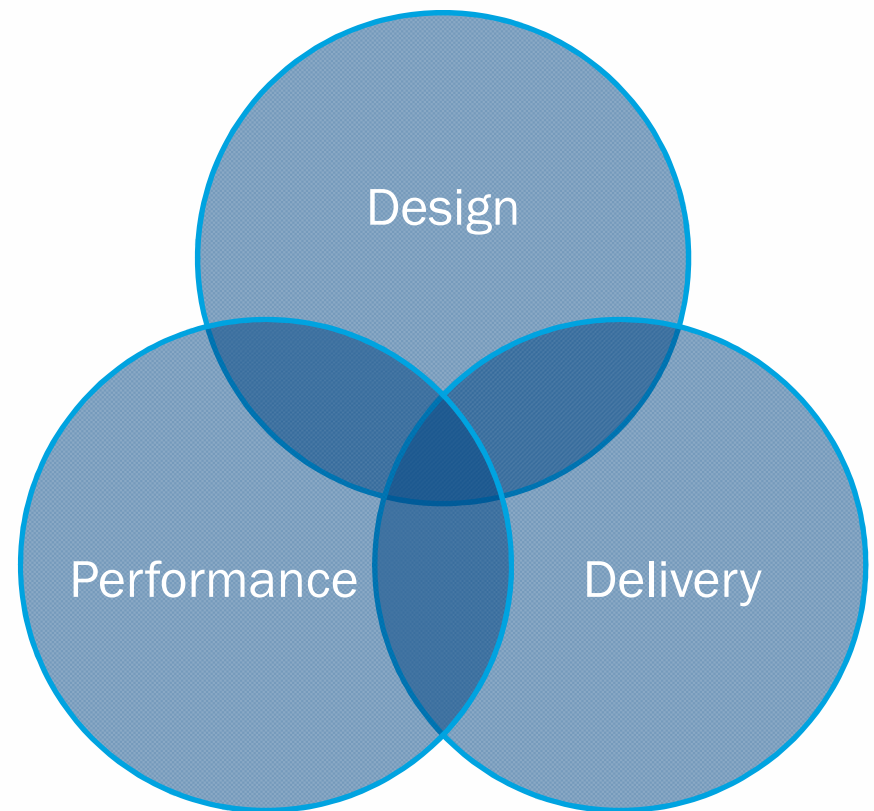




## Where do HER programs go from here?

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- There are a number of factors to consider in ongoing implementation
  - Reductions in treatment
  - Targeted program expansion
  - Program influence on customer engagement and actions
  - Duration that savings can be claimed



## Questions?

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