What Works for Utilities with Home Energy Reports...

...and Which Groups to Target Next

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2015 BECC Conference
Sources

E Source DSM Insights
- DSM program performance
- Annual reports, evaluations, and filings
- 156 program administrators in the US and Canada

E Source Residential Customer Insights Center
- Survey of 32,000 residential utility customers
- 2014 data
- In partnership with the Nielsen Company
Effectiveness of HER programs

Electric Savings per Participant

<table>
<thead>
<tr>
<th>Company</th>
<th>kWh/participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rocky Mountain Power - UT</td>
<td>372</td>
</tr>
<tr>
<td>Arizona Public Service</td>
<td>352</td>
</tr>
<tr>
<td>South Carolina Electric and Gas</td>
<td>335</td>
</tr>
<tr>
<td>AEP Ohio</td>
<td>262</td>
</tr>
<tr>
<td>LG&amp;E and KU</td>
<td>96</td>
</tr>
<tr>
<td>Entergy Arkansas</td>
<td>94</td>
</tr>
<tr>
<td>PG&amp;E*</td>
<td>79</td>
</tr>
<tr>
<td>Otter Tail Power Company</td>
<td>71</td>
</tr>
<tr>
<td>National Grid - RI</td>
<td>48</td>
</tr>
</tbody>
</table>

Annual report specifically cites targeted to high energy users and/or low income

Not targeted

TRC values

- Rocky Mountain Power - UT: 2.86
- Arizona Public Service: 1.0
- South Carolina Electric and Gas: 2.05
- National Grid - RI: 0.53

source: annual reports from DSM Insights
Rent 29%  Own 44%

“Have you started setting thermostat colder in winter and/or warmer in summer in the past 5 years?”

© E Source Companies LLC; Data from The Nielsen Company’s 2013 Energy Behavior Track.
What drives people to conserve?

“What are your top three motivators for conserving energy?”

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Thank you!

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Questions?