

# Savings beyond the tracking sheet: measuring behavioral change at a community level in AEP Ohio's Community Energy Savers Pilot

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# Presentation Overview

- Ohio state context
- CES program overview
- Evaluation methodology overview
- Key findings
- Summary: key strategies for driving participation

# The State...



Photo credit: [www.geology.com](http://www.geology.com)

# The CES Program...

- Goals: increase awareness, participation, energy savings
  - Marketing & outreach support
  - Cash award for achieving community participation goals
  - Sustainability Roadmap

Photo credit: [www.dynamicinfluence.com](http://www.dynamicinfluence.com) and [www.quantumworkplace.com](http://www.quantumworkplace.com)



# The CES Communities...



Photo credit: [www.geology.com](http://www.geology.com)

# The CES Communities...

Community	Community Size
Amesville	Small
Discovery District	Small
Lima	Large
Louisville	Medium
Rio Grande	Small
Somerset	Small
Upper Arlington	Large

# The Outreach...

- Door-to-door
- Local events
- Posters at local businesses
- Program inserts in water bills
- Social media
- School packets

Photo credit: [www.aepohio.com](http://www.aepohio.com)





# The Outreach...

**Lima Allen Council on Community Affairs**

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February 6, 2014 ·

Lima is partnering with AEP Ohio on the Lima Energy Savers pilot program to leverage utility incentive programs and community outreach methods to reach significant energy efficiency goals in 2014.  
<http://LimaPledge.EnergySavers2014.com>



**City of Lima, Ohio - In Partnership with AEP Ohio : ENERGY STAR**

ENERGY STAR products are independently certified to save energy without sacrificing features or functionality. Saving energy helps prevent climate...

LIMAPLEDGE.ENERGYSAVERS2014.COM

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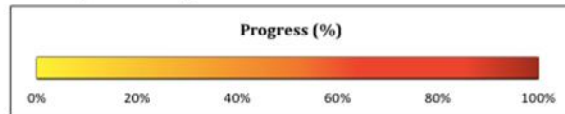


# Tracking Progress to Goals...

## Louisville Energy Savers Weekly Performance Report - Week 31

Last update: 10/28/2014

### Participation Progress



Goal	Total YTD	Progress
300	349	116%

\*Data will be tracked from January 27th to September 5th; this accounts for a period of approx. 31 weeks.

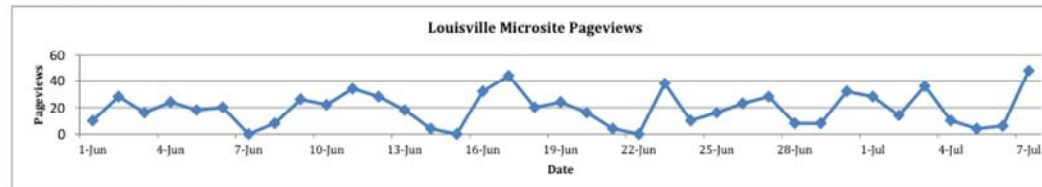
AEP Ohio Program	Jan. 27 - Feb. 28	March	April	May	June	July 1 - July 7	Total YTD
Energy Star® Pledge Campaign (20 pledges = 1 point)*	0	0	0	56	1	0	57
<b>Residential</b>	<b>21</b>	<b>25</b>	<b>21</b>	<b>47</b>	<b>63</b>	<b>9</b>	<b>186</b>
Appliance Recycling	7	6	6	7	3	2	31
Energy Star® Appliance Rebate	13	12	8	25	21	6	85
In-home Energy - Assessment	0	1	5	0	3	1	10
In-home Energy - Audit	0	2	0	0	3	0	5
In-home Energy - Online Checkup	1	4	2	15	33	0	55
<b>Non-Residential</b>	<b>25</b>	<b>42</b>	<b>20</b>	<b>18</b>	<b>1</b>	<b>0</b>	<b>106</b>
Express Program	24	42	20	18	0	0	104
Prescriptive Program	1	0	0	0	1	0	2
Multifamily Direct Install	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>46</b>	<b>67</b>	<b>41</b>	<b>121</b>	<b>65</b>	<b>9</b>	<b>349</b>

\*Pledge Campaign participation to July 7 = 1,173 pledges.

### Website

Event Type	Jan. 27 - Feb. 28	March	April	May	June	July 1 - July 7	Total YTD
Pageviews	132	225	437	1350	559	146	2,703
Unique Pageviews	86	168	174	457	210	45	1,140
Energy Star Pledge Link - Unique Clicks*	N/A	N/A	21	268	28	8	N/A
Online Checkup Link - Unique Clicks*	N/A	N/A	2	21	26	6	N/A

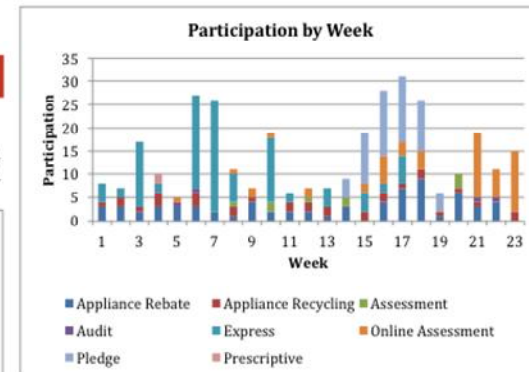
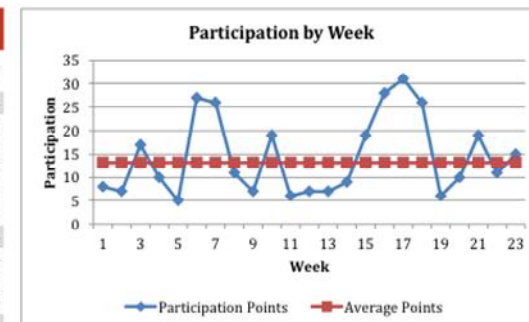
\*Tracking started on April 15th



### Observations

- Louisville exceeded its participation goal!

- Louisville's participation was driven by the **Express** and the **Appliance Rebate** programs.



# The Reward...



The City of Upper Arlington

October 14, 2014 · 🌐

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Council President Don Leach, acting on behalf of the City, Chamber, Library and Schools, happily accepts a \$90,000 check from representatives of AEP Ohio. The community earned the \$90,000 grant for successfully completing the AEP Ohio Energy Savers Program, in which over 900 Upper Arlington households and businesses took measures to become more energy conscience. The grant will be put toward the installation of energy efficient LED lights at the newly reconstructed Northam Park parking lot. Thank you to all residents and partners who made the program a success!



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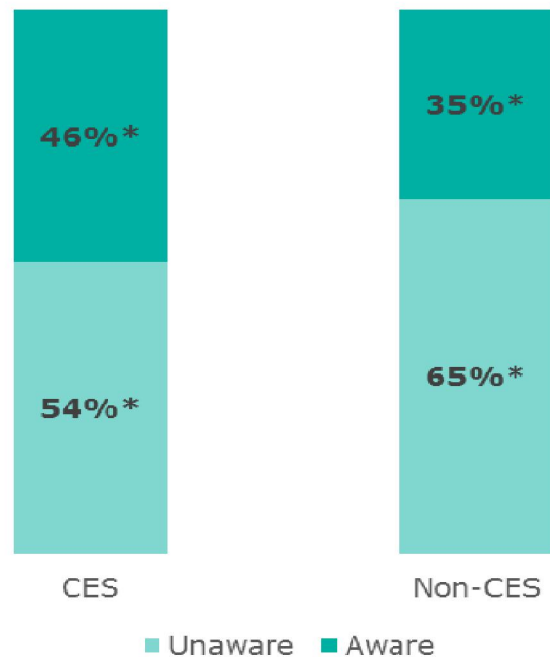
Photo credit: www.facebook.com

# The Evaluation...

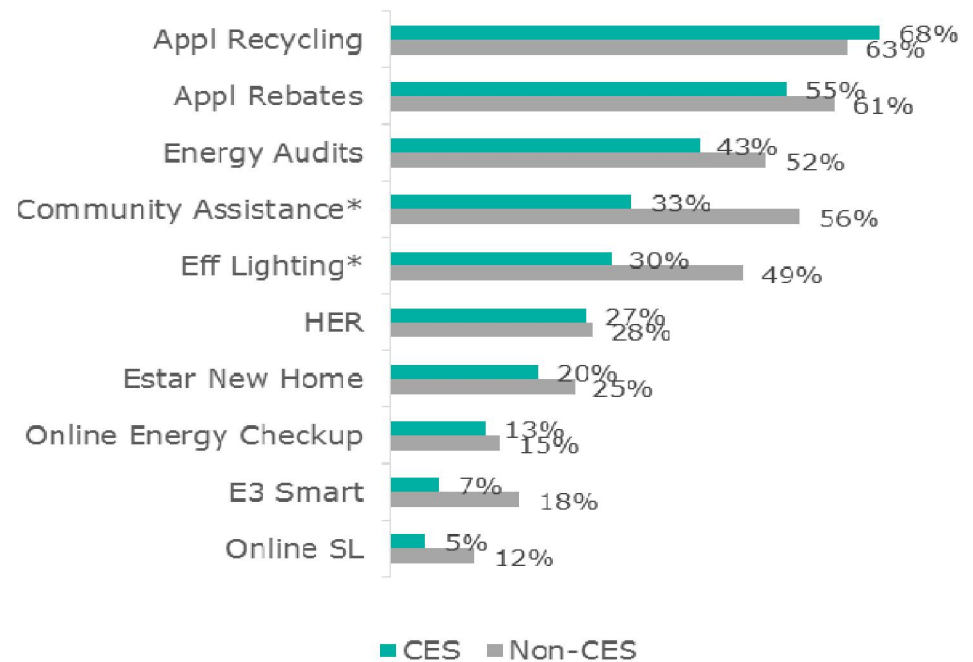
- Matched cohort of communities
- Behavioral survey: awareness, motivators, behaviors
- Participation & savings analysis

# CES Respondents More Likely to Recall EE Programs

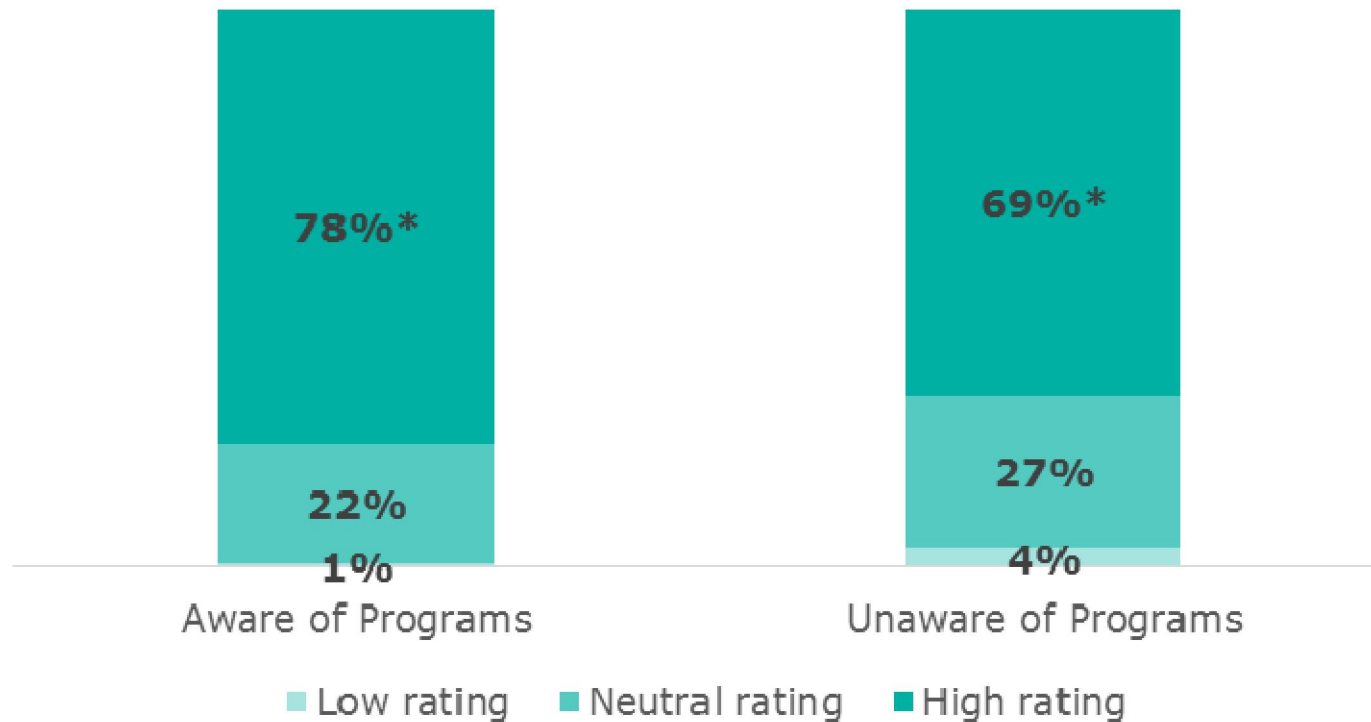
Awareness of Any Programs



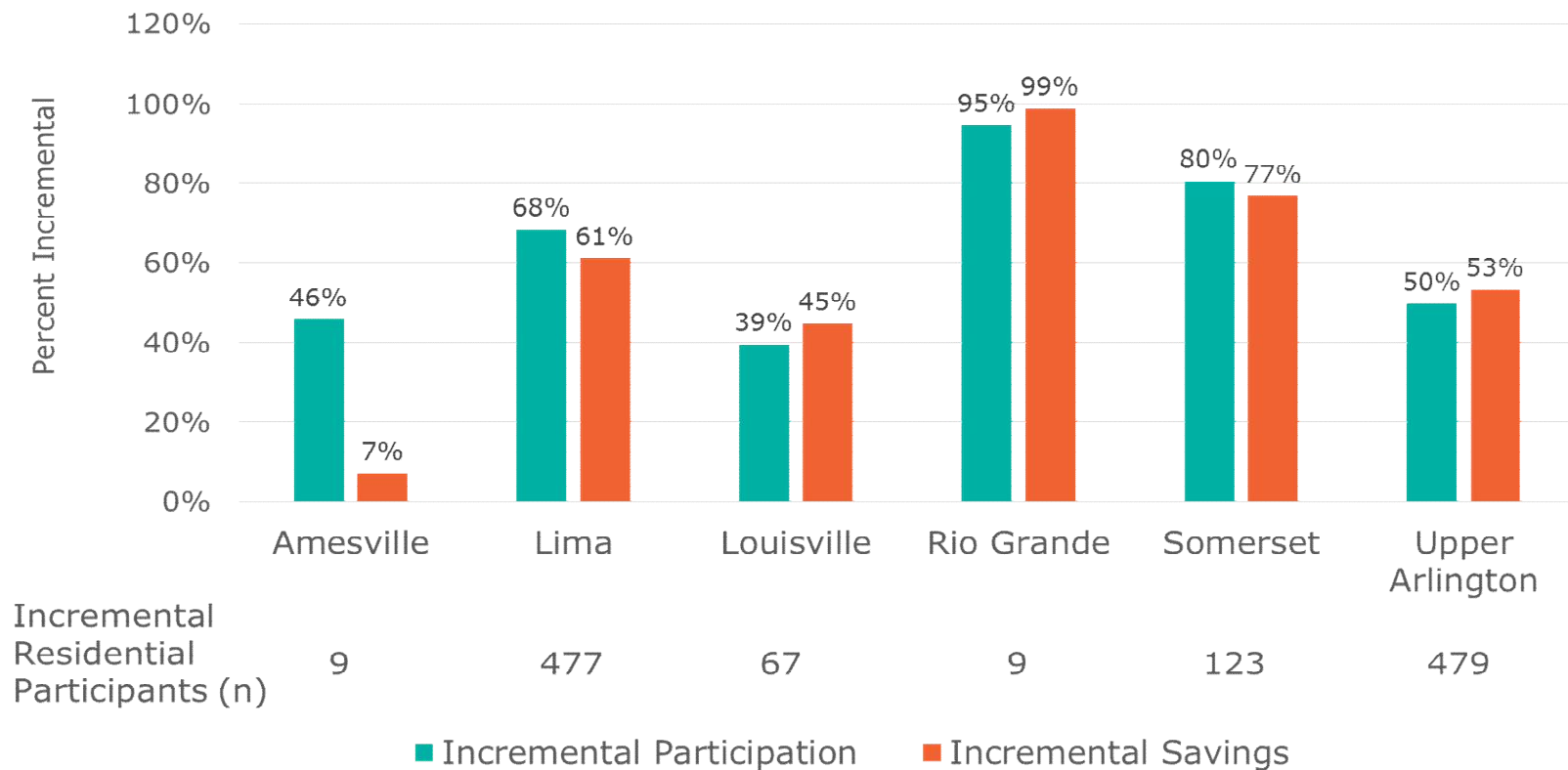
Awareness of Specific Programs



# Satisfaction Higher Among Those who are Aware of Programs



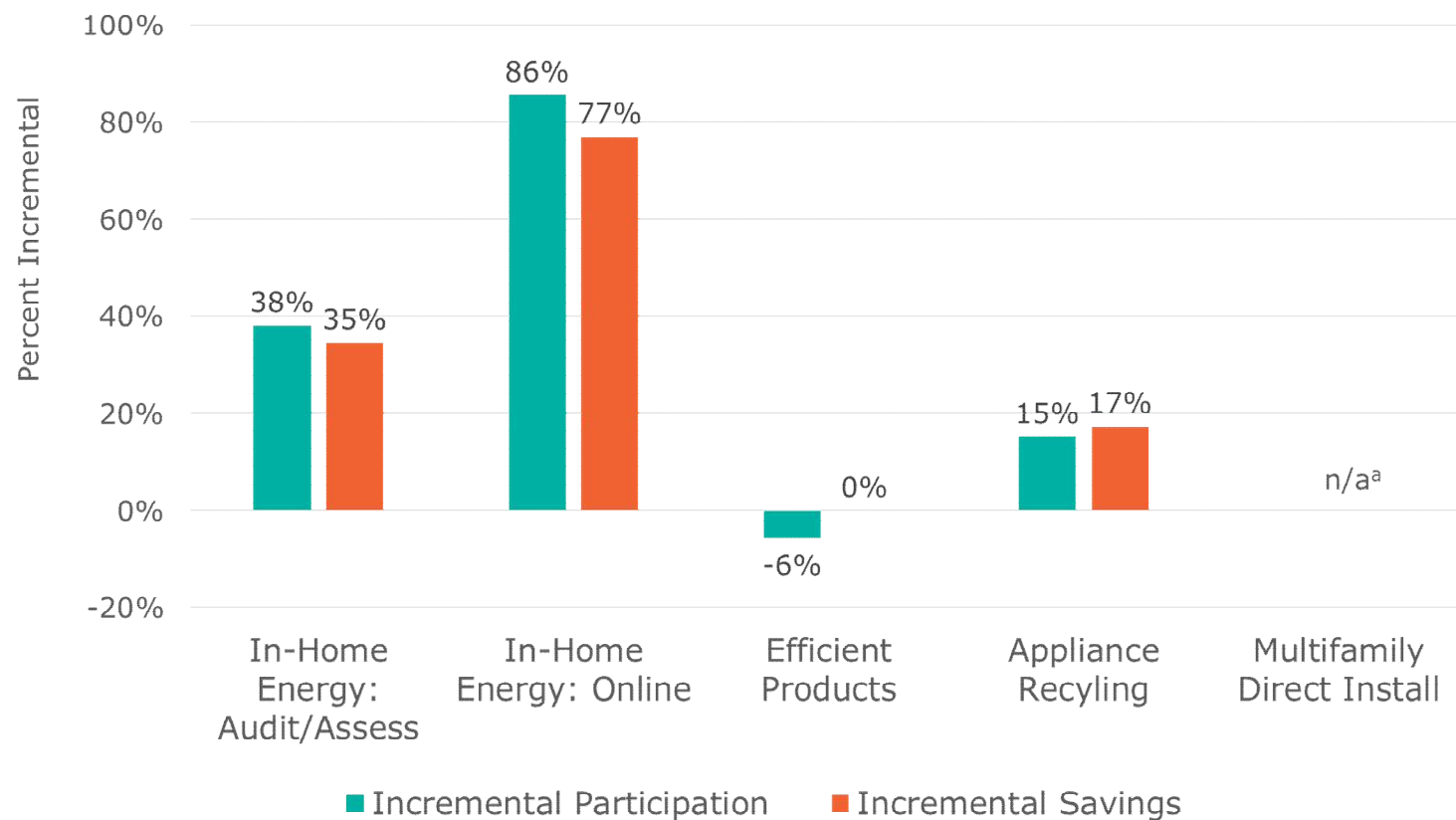
# All CES Communities Demonstrate Increased Participation & Savings



Total Incremental Participants: 1,164

Total Incremental Savings: 662,704 kWh

# Online Energy Assessment Drives Majority of Participation & Savings





# Key Program Strategies for Driving Participation & Savings

- Provide customizable outreach materials to communities
- Use program theory
- Understand communities & context

# Evaluation Implications

- External validity
- Non-residential customers during baseline
- Small sample sizes

ILLUME

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