

What's Really Driving Savings for Energy Information Displays?

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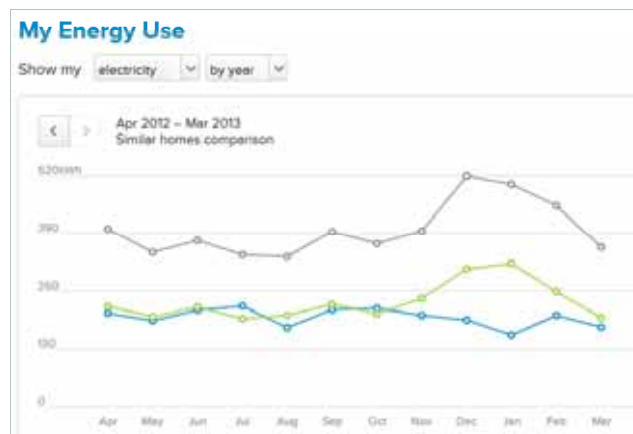
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Agenda

- Theory and Practice of Feedback
- Methodology
- Overview: What's Really Driving Savings?
Engagement with Information
- Tactics to Improve Customer Savings

Energy information feedback, in theory and practice

- Energy information displays (EIDs) provide **feedback** on home energy use
- Utilities are investing in EIDs with promise of **high savings** – reports as high as 12%
 - Savings have also been **inconsistent** and as low as 0%
- However, there are reasons for these differences

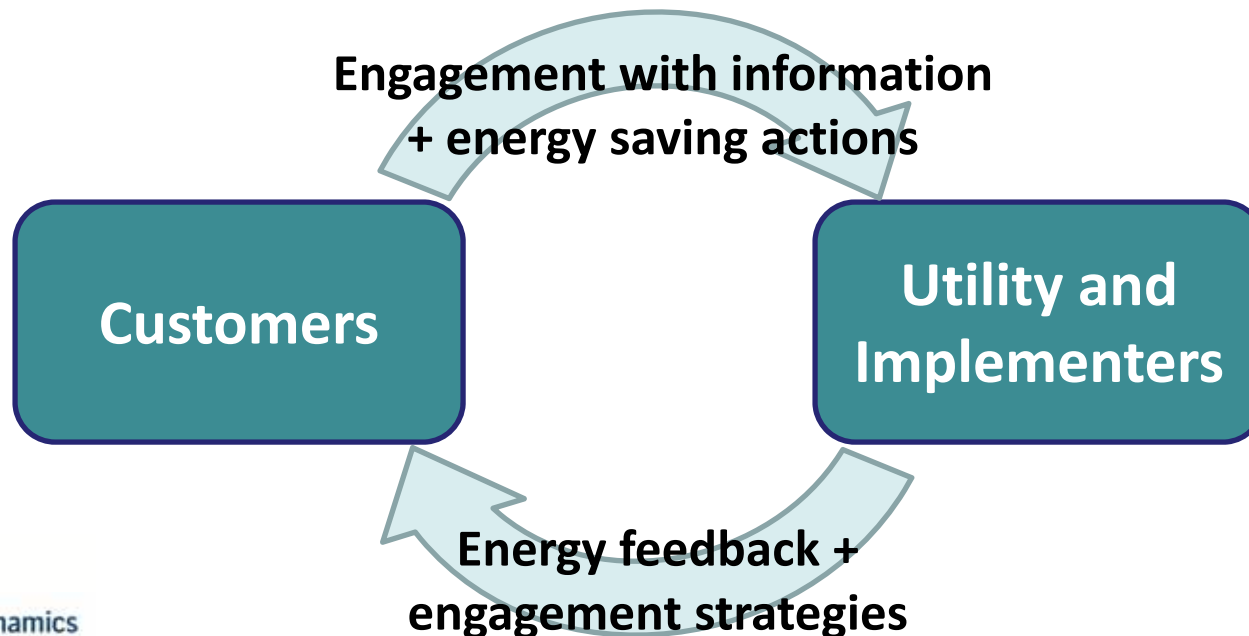


Methodology

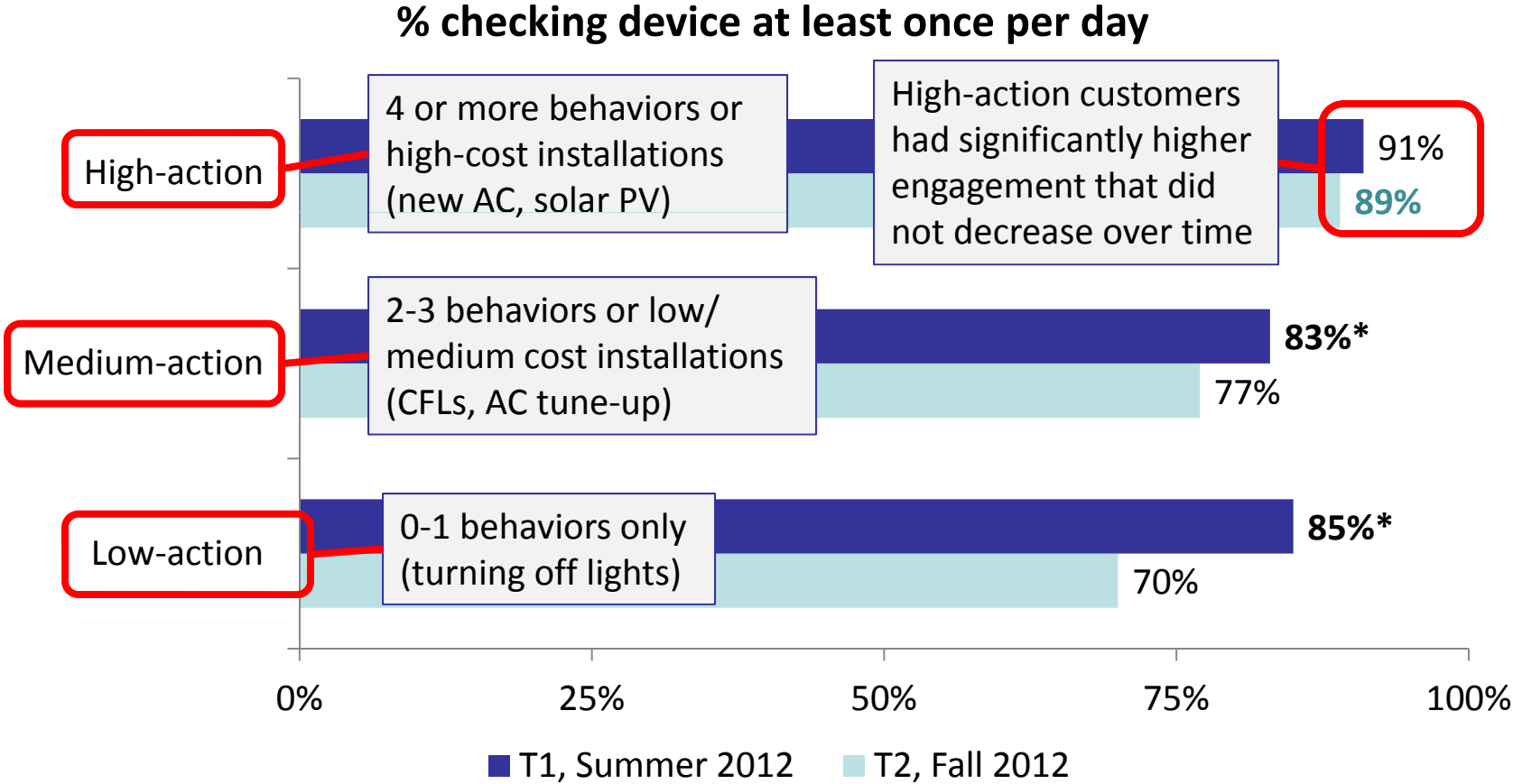
- Literature review of savings based on industry evaluation reports
 - 15 total reports reviewed
 - EID programs in the U.S. and Canada since 2004
- Selected data from Opinion Dynamics evaluations and market research
 - Customer surveys and in-depth interviews
 - Three regions (Southeast, Northeast, and West) in late 2011 and 2012

Overview: Engagement is driving savings from energy feedback

- Information itself is not what drives savings, but rather **engagement**
- “Feedback” itself is **neutral**, while “engagement” is associated with feelings of **attraction, attention, and obligation to act**



Customers who are most engaged are also taking the **most action**



*Based on self-reported changes.

What tactics can programs use to increase energy savings?

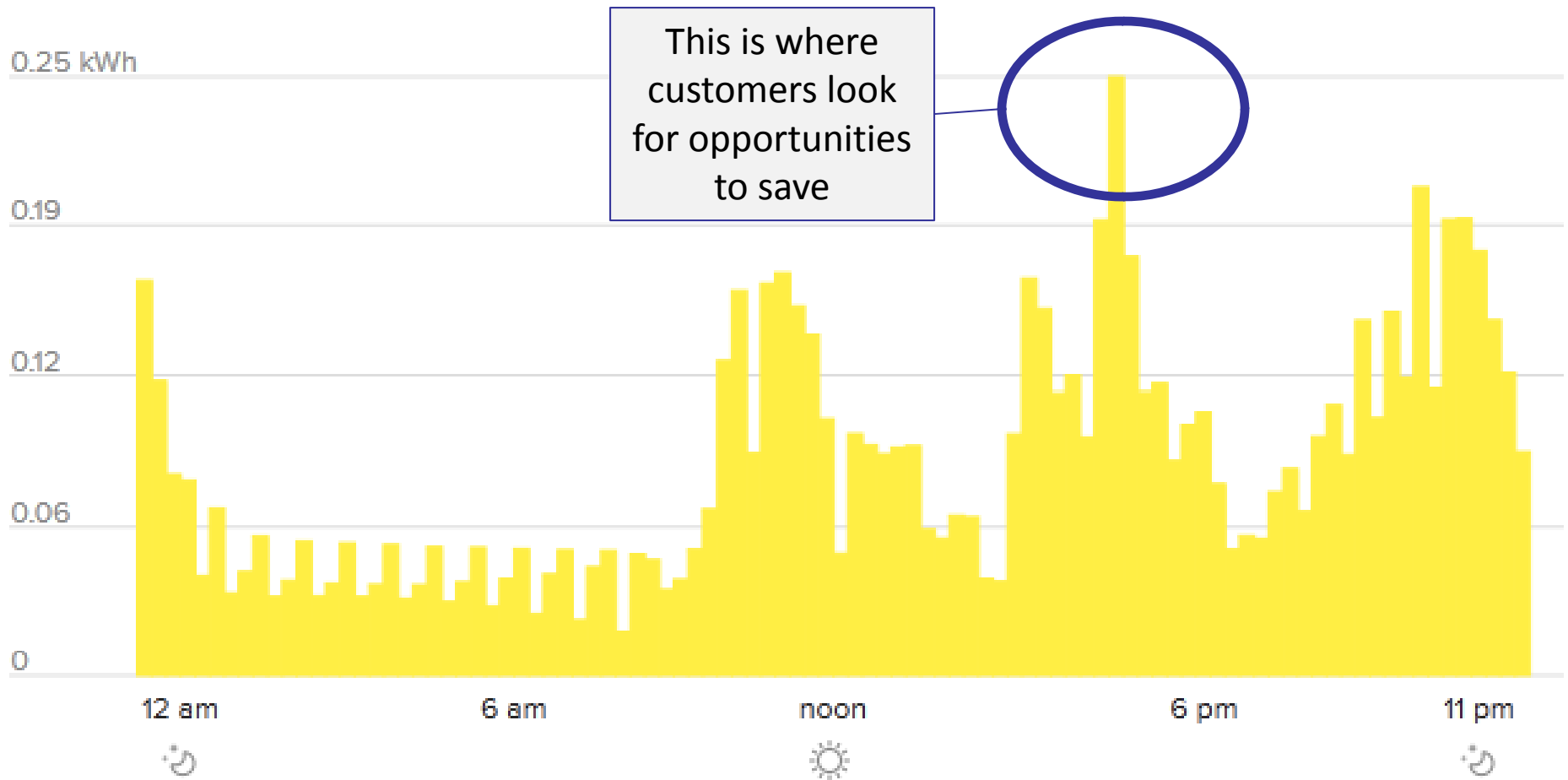
- Provide guidance to customers
- Target customers
- Provide multiple forms of outreach
 - Push communication
 - Social engagement and competitions
 - Customization

Provide guidance to customers through training

- Customers must **understand** the information to engage with it
 - Customers need **training** on what information means
 - Training should also explain technical terms such as kW and kWh



Provide guidance to customers by **linking** information to specific actions



Successful programs **target** customers

- Most successful targets include:
 - **Highest** energy users
 - **Segments** who have positive attitudes toward saving, but have not taken much action
- Engagement tactics should align with who is targeted



Providing multiple forms of outreach promotes engagement

Program	Mean kWh Savings Per Household	Social Engage	Competitions	Email/text	Tips	Customization	Promote Progr.	Overall Outreach Level
NE Utility Pilot (2009-2010)	11%	X	X	X	X	X	X	High
SE Utility Pilot (2012-2013)*	2.9%			X	X		X	Medium
SE Utility Pilot (2010-2011)	2.7%				X		X	Medium
SE Utility Pilot (2007-2008)	2.4%							None
NE Utility Pilot (2011-2012)	2.3%		X			X	X	Medium
NE Utility Pilot (2007)	1.9%							None
MW Utility Study (2008-2009)	1.5%				X			Low
W Non-Utility Pilot (2011)	0%							None
MW Utility Program (2010-2011)**	0%	X	X	X				Medium
NW Utility Pilot (2008)	0%							None

Forms of engagement outreach:

Push communications

- Program push notifications
 - Mail, text, or email
 - Notification of events and reminders to keep checking the device or website



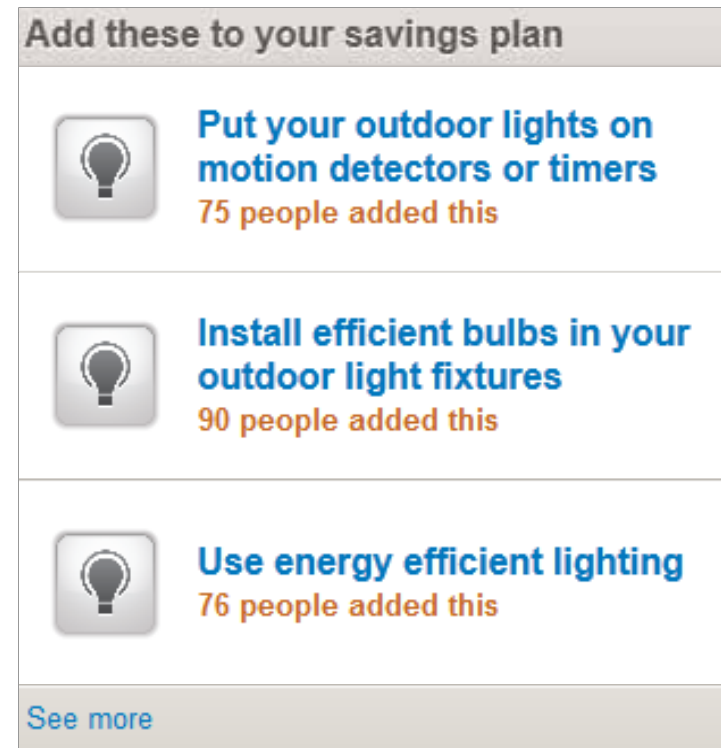
Forms of engagement outreach: Social engagement and competitions






- Social engagement
 - Get ideas and encouragement from each other
- Competitions and/or benchmarking
 - Against others, or themselves
 - Updated regularly

Forms of engagement outreach: Customization

- Personalized savings plans
 - Programs anticipate needs and provide solutions
 - Update over time



Add these to your savings plan

-  **Put your outdoor lights on motion detectors or timers**
75 people added this
-  **Install efficient bulbs in your outdoor light fixtures**
90 people added this
-  **Use energy efficient lighting**
76 people added this

[See more](#)

Summary

- **Engagement** drives savings for energy information feedback programs
- Engagement requires that customers receive **guidance** from utilities and implementers
 - Implementers need to take an **active role**
- Engagement strategies should include both **customer targeting** and **multiple forms of ongoing outreach**

Thank you!

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Thanks to:

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Save the Dates

Sept. 30-Oct. 2, 2013

AESP's Fall Conference
Seattle, WA

Jan. 27-30, 2014

AESP's National Conference
San Diego, CA

May 12-14, 2014

AESP's Spring Conference
Baltimore, MD

For more information - www.aesp.org

