

Home Energy Reports Program Update and Survey Results

August 20, 2014
Loveland Utilities Commission



Home Energy Reports (HER):

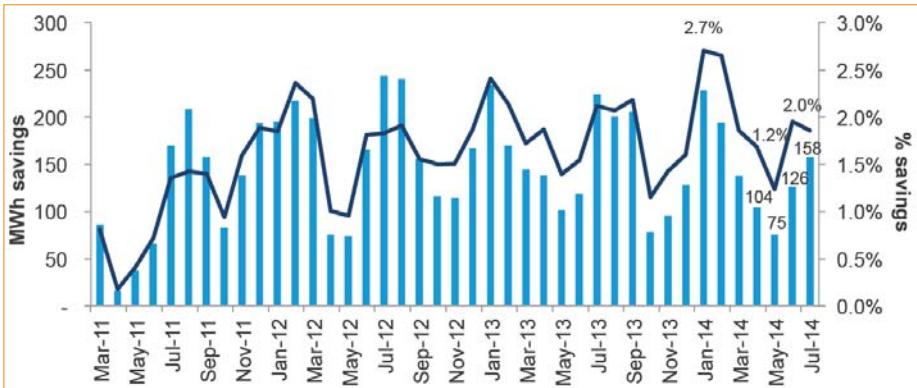
- Launched April 2011
- Bi-monthly report
- 15,000 original participants

GOALS:

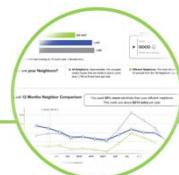
- Educating and motivating consumers by increasing awareness of their energy usage
- Lower energy usage by 2-2.5%
- Increase LWP existing program participation by 10%



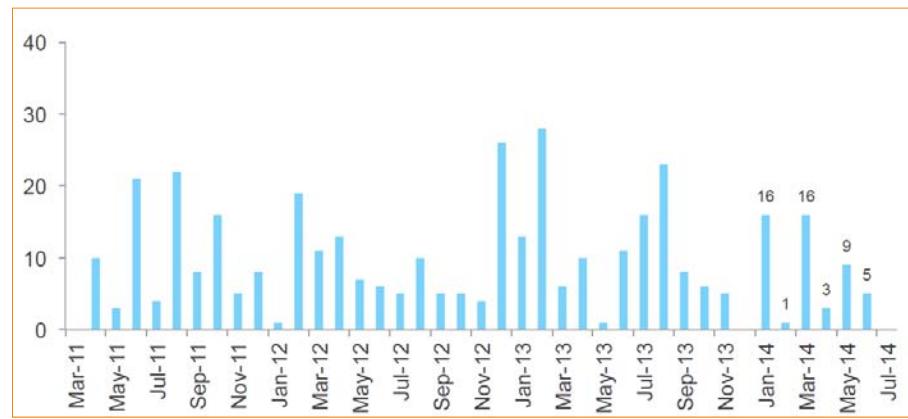
Energy Savings:



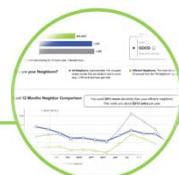
Cumulative Savings: 5,965 MWh



Participation:



Cumulative Opt-outs: 386



Utility Program Marketing:

Participation Lift:

Home Energy Audits	Refrigerator and Freezer Recycling
2%	33%

Recycle your extra refrigerator for instant savings.



Schedule a free refrigerator pick-up today. Call: (970) 982-3000

Your refrigerator uses more electricity than almost any other appliance. Models from the year 2000 and before use 40% more energy than today's most efficient units.

Recycle your fridge or freezer and get instant energy savings, plus a \$35 credit toward your energy bill.

\$35 CREDIT





Costs:

	2011	2012	2013	2014	Total
Total HER Program Cost (\$)	\$110,592	\$202,625	\$157,698	\$56,933	\$527,848
Total avoided purchase power costs (\$)	\$44,723	\$84,438	\$91,484	\$52,187	\$272,832
Total customer annual cost savings (\$)	\$79,739	\$137,882	\$136,583	\$71,626	\$425,830

Thank You!

Your actions, big and small, really add up

...and we've got the numbers to prove it. By participating in the Home Energy Report program, Loveland Water and Power customers have saved more than 3,991,000 kWh.

Here's what you and your neighbors have done:



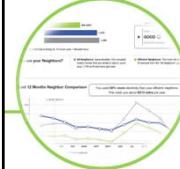
Set the thermostat efficiently



Powered down devices when not in use

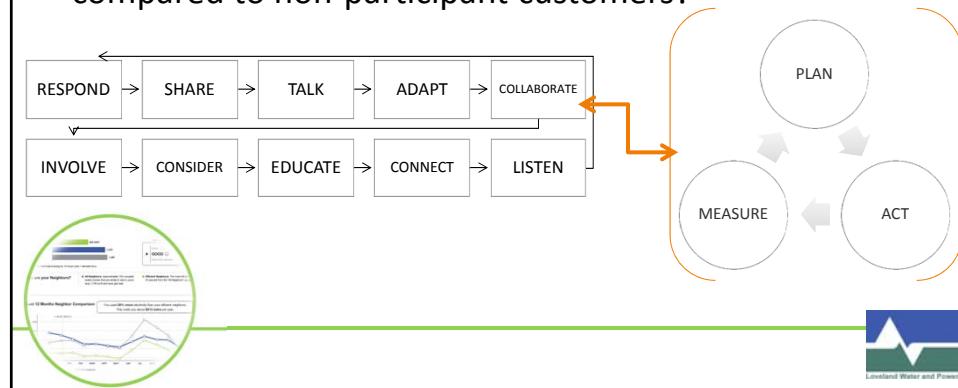


Upgraded to efficient appliances




HERs Survey:

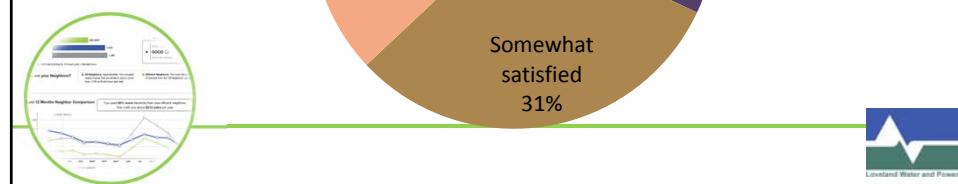
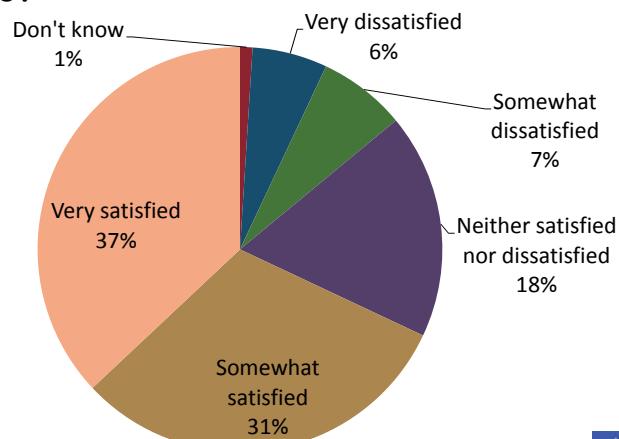
- How participants are engaging?
- How satisfied are participants?
- Awareness of the program web portal?
- How satisfied with the utility are participant customers compared to non-participant customers?



Results:

Participant Survey Q SA3

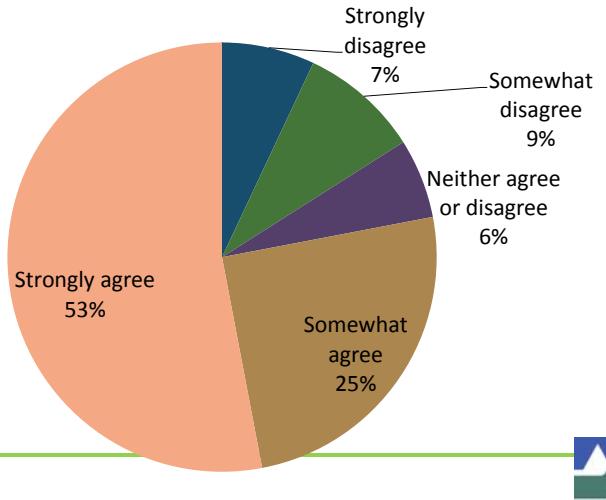
How satisfied or dissatisfied are you with the Home Energy Reports?



Results:

Participant Survey Q E9

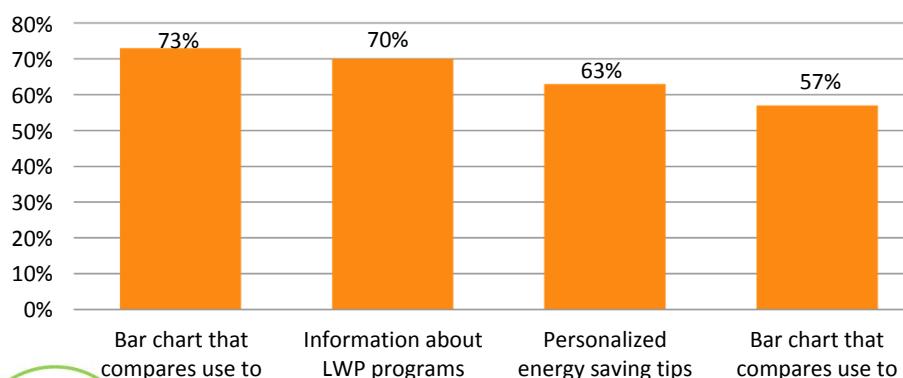
I appreciate that LWP provides the Home Energy Reports.



Results:

Participant Survey Q E10

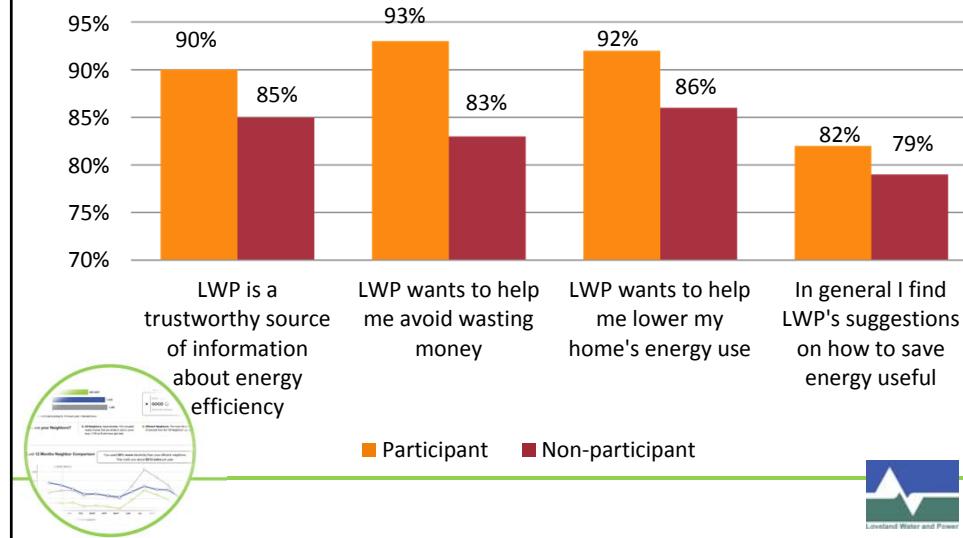
Do LWP participants consider each HER component useful?



Results:

Participant Survey Q SA7
Non Participant Survey Q SA7

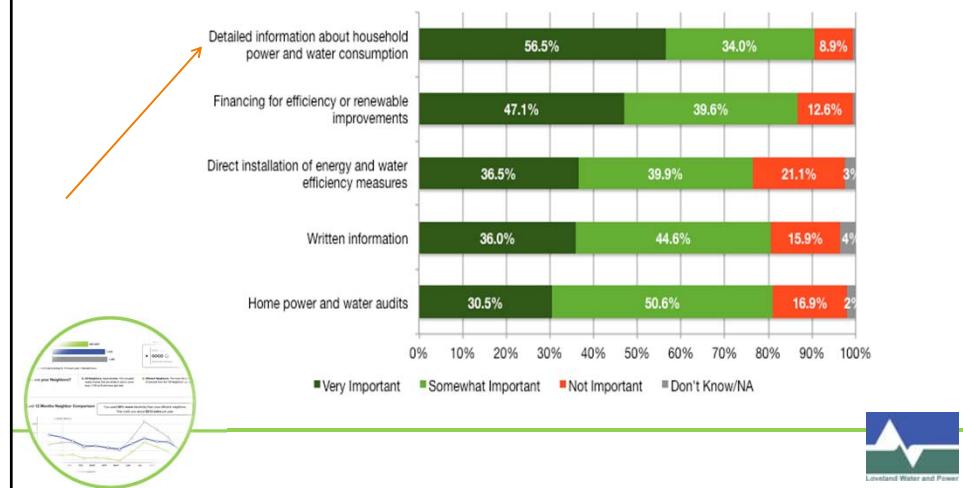
Do LWP respondents feel each statement is true?



Results:

2014 Utility Survey Q 4

Customers expressed their support for WC, EE, and RE programs, and said the best way for LWP to support those efforts was in providing them with detailed information about household water and power consumption.



Next Steps:

Development of Home Energy Reports 2.0

Send RFP mid-late October

- Full service territory deployment
- Include water
- Include a more personalized experience
- Online component with enrollment strategy



Selection of a provider in late 2014



Questions?



Program Funding:

2014 remaining budget - \$130,000

2015 budget - \$210,820



Opt-out Language:

Home Energy Report

Account number: 66061

Report period: 12/10/10 - 02/07/11

We are pleased to provide this personalized report to help you save energy.

The purpose of the report is to:

- Provide information
- Help you track your progress
- Share energy efficiency tips



This information and more is available at www.cityofloveland.org/energyreports

Home Energy Report

Account number: 12345-678

Report period: 05/26/12 - 06/25/12

We are pleased to provide this personalized report to help you save energy.

The purpose of the report is to:

- Provide information
- Help you track your progress
- Share energy efficiency tips

If you have questions or no longer want to receive reports, call 970-962-2111.



Go online to learn even more at www.cityofloveland.org/energyreports

Before



After

For billing inquiries or to opt-out of reports, call 970-962-2111. For other comments / questions, call 970-962-3000.

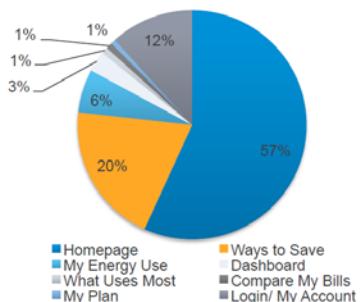
www.cityofloveland.org/energyreports | Sustain.Loveland@cityofloveland.org
Printed on 10% post-consumer recycled paper using water-based inks. © 2011-2012 Opower



Web Results:

Customers look for advice on how to save energy on the web

% of Web Traffic by Page



Top 5 Tip Actions

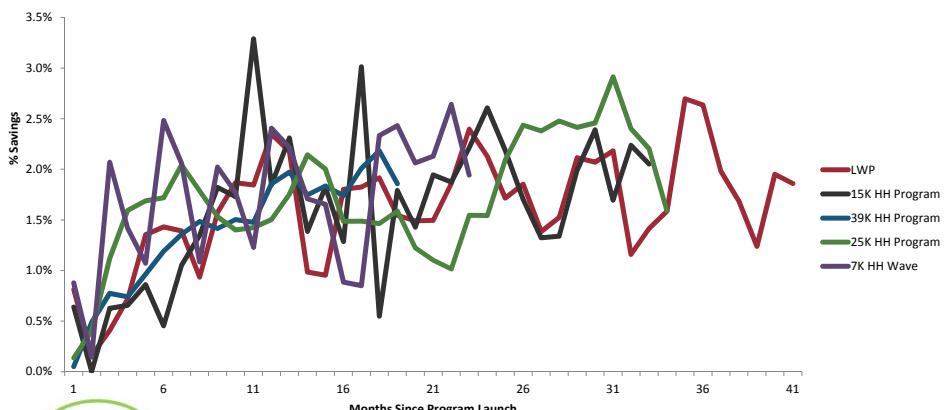


Visitors	Accounts Created	Page Views	Tip Actions
873	84	1,857	725



LWP Program Comparison:

Percent Savings for 5 Opower Programs in the West



Results:

2014 Utility Survey Q 16

The vast majority of customers said the most important consideration for LWP in creating its future strategy is lowering utility rates, with 63.0% saying this is very important. The second most important consideration was minimizing environmental impact, with 48.1% saying this is very important.

