

Clark Public Utilities

Home Energy Reports Program

Real savings



Behavior-based Energy Efficiency in the Pacific Northwest

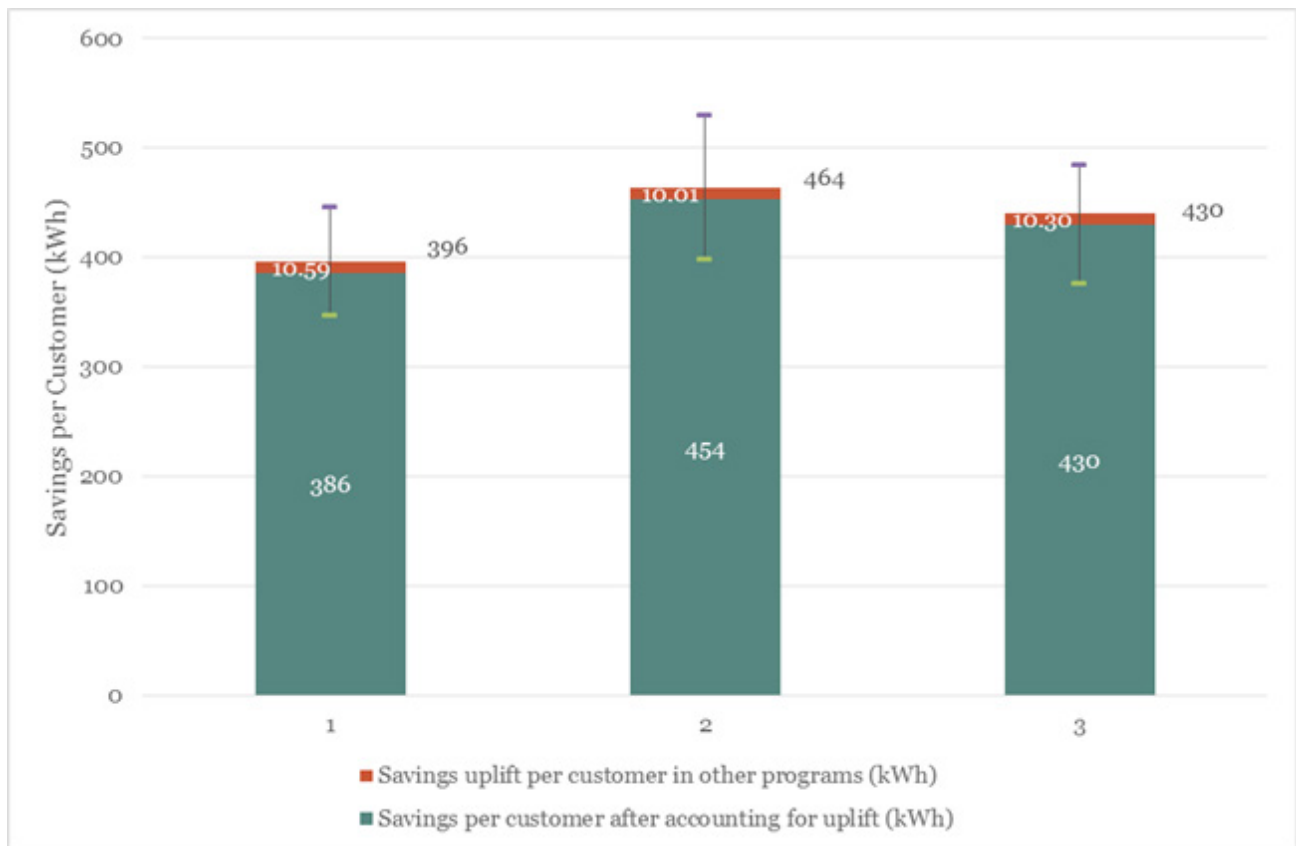
Clark PUD and BPA teamed up for a pilot of an innovative behavior-based energy efficiency program.

Clark's pilot design included Home Energy Reports by Opower sent via mail to approximately 20,000 residential customers between September 2012 to August 2014. An equal number of residential customers were assigned to a control group: they did not receive Home Energy Reports.

Participants were also invited to join Social Energy, a peer to peer challenge on Facebook associated with Home Energy Report information, to reduce energy use.

BPA supported the Clark pilot to test innovative Social Energy and also provided a third party evaluation to verify the random control trial design and estimate program savings.

Please visit www.bpa.gov/goto/evaluation for more information



Findings

The program's assignment of customers to participant and control groups is appropriate – **the two groups look the same.**

Energy savings average 2.02% per customer over two years.

This is 420 kWh.

To account for HER program encouraging customers into other Clark PUD EE programs, **savings were adjusted slightly** (10 kWh/customer/year).

Evaluation found **higher savings** than that of the program implementer, Opower.

Total savings by the program were **7,898 MWh** in year 1 and **9,292 MWh** in year 2