

*We apologize for the technical difficulty with the phone line at the beginning of the call.
We had to use an alternate phone number for this presentation.*

NW Regional Public Utility Behavior Based Energy Efficiency Programs Conference Call

December 21, 2011

Facilitated by Summer Goodwin, BPA



So you have customers signed up to participate, now what?



LESSONS LEARNED ON HOW TO KEEP CUSTOMERS ENGAGED

December 21, 2011

**Briana C. Kane, Senior Residential Program Coordinator
Cape Light Compact**

About Cape Light Compact



- **Municipal Aggregator, Administer \$24 million Energy Efficiency 2011 Program Budget**
- **Serve 21 Towns on Cape Cod and Martha's Vineyard through local governing board**
- **Approx. 200,000 electric accounts**
- **87% of accounts are residential**
- **Industry mix is tourism and retirement services, small biz**
- **Seasonal and second homes**

What we know about Home Energy Management



- **R&D is advancing rapidly**
 - Technology: price and availability
 - Design protocols are taking shape
- **Multiple vendors**
- **Standards are coming**
 - Interoperability
 - Evaluation, measurement & verification

Smart Home Energy Monitoring – Phase I



- **February, 2009: recruitment via media**
- **May, 2009: 100 participants selected**
 - 75 on Cape Cod and 25 on Martha's Vineyard
 - Minimum of 1-yr prior use and >600 kwh/mo
- **July – Sept, 2009: systems installed**
- **July – current: active participation**
- **August, 2009: kick-off evaluation study**
- **March 31, 2010: study results**
 - Reduced electricity consumption by 9.3%
 - Implied Average Annual Savings 997 kWh

SHEMP – Phase II



- Recruitment started in the Spring of 2011
- Installs took place over the summer and early fall
- Tendril Energize™
 - Home Area Network, Transport Gateway and Translate bridge
 - Near real-time energy use data
 - No need to access electric panel
 - Interactive web-based displays
 - Goal setting customer engagement
- Preliminary 3rd party evaluation results expected August 2012

What customers see



Cape Light Compact

Welcome paulcole

10:34 AM **0.14 kW**

[906 points](#)

[sign out](#)

DASHBOARD

TAKE ACTION

PROFILE

SAVINGS & GOALS

[Snapshots](#)

[User Guide](#)

[Help](#)

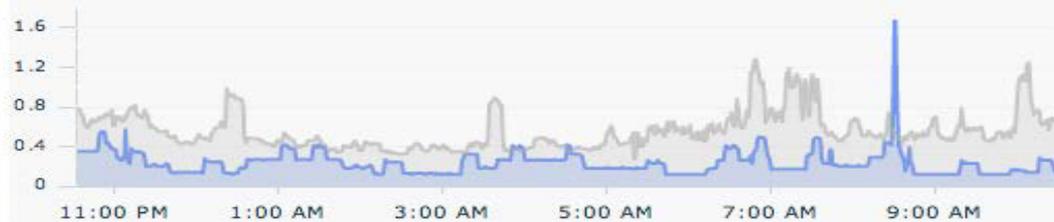
[Settings](#)

[Resources](#)

[Feedback](#)

Your Home Recent use in kW

1 wk 1 day 12 hrs 6 hrs 3 hrs 1 hr



New! [take a snapshot](#)

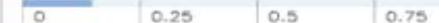
● Home Monitor ● Similar Households

Your Current Use

10:34 AM

0.14 kW

is **Less** than Similar Households: 0.15 kW



Your Actions

[view your actions](#)



Unplug chargers when not in use

Are you still committed to this habit?



Install CFLs in your outdoor light fixtures

Are you still committed to this habit?

News Feed



Goals: 7 out of a total of 15 similar households as you are on track to meet their goal this month. That's only 46% of households, could be better! about 5 hours ago

Monthly Summary

Oct 09



Your Total Savings

\$ kWh CO2



\$201.22

Community Total: \$1,305.53

[?](#)

How customers interact



Browse Snapshots

Your Snapshots

Public Snapshots

Search Snapshots

Go

lewis.cape's snapshots

 Snapshot 3

 Mystery spikes

[view all](#)

Snapshots by Type

Lighting

Heating & Cooling

Kitchen

Home Electronics

Misc Appliances

Popular Tags

oh that
dehumidifier

refrigerator cycle

dryer dishwasher

fridge dehumidifier water

heater vacuum mice

washing machine dishes

laundry microwave boiler

Keurig AC Space Heater

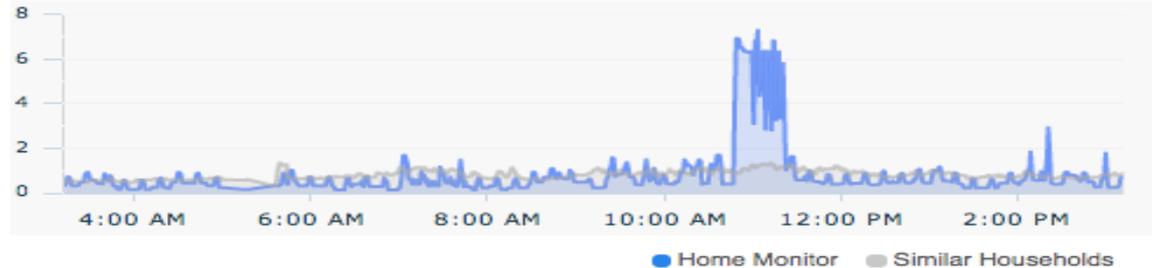
baseboard heating

Snapshot 2

Created by [lewis.cape](#) on Sep 17, 2009

Type [Misc Appliances](#) Tags None

Sep 17, 2009 03:12AM - Sep 17, 2009 03:12PM



The wide spike represents a load of laundry in the washer and then the dryer. What is the significance of the intense blue versus the regular blue?

Post a comment or ask an expert 1 Comment



expert

[emilyw](#) posted 27 days ago

Hello! When your dryer is on, it does not use a constant amount of electricity, it cycles on and off, using more and then less electricity. This is what you are seeing with this spike. There is really no difference between the light and dark blue. In this view, this quick cycling on and off appears as a darker blue shaded region - it is actually the dark blue line that shows your electricity use going up and down over and over again (imagine drawing lines very close together with a thick marker - they would blend together). If you were to look at this zoomed in close, it should look more like a bunch of small peaks that are very close together, not a solid region.

Enroll all customers or allow choice



- **What type of HEM are you running**
 - General
 - Detailed
- **What level of involvement are you expecting from customers**
- **How are you fielding enrollment questions**

HEM Requirements



- **Knowing your technology is key**
 - Is it general information or detailed

- **What do you need from the customer**
 - Is the customer inputting data
 - Is it being provided by the Program or Pilot
 - ✦ If so, is it the individuals data or more general

Installation



- **Self install or scheduled**
 - Will the customer follow through
 - ✦ It really is all about behavior
 - How quickly can the install happen
- **Why do we need to know this?**
 - Keeping the customer engaged is key
 - Ex: long wait time, no longer interested
 - Ex: Difficult to schedule not interested
 - Ex: Not easy, not interested

Once your there...



- Customer isn't home
- Customer didn't understand that they needed a high speed internet connection (even though you asked)
- Customer doesn't want you to go into a room, but that's where the equipment is
- Is this equipment dangerous
- Can you see me once you've installed this
- I didn't know I needed to (fill in the blank)
- I changed my mind I don't want to participate

Ok, so installs have happened, how to you keep customers engaged?



- **Know your customer base**
 - Keep it local
- **Provide relevant relatable information**
 - Small easy steps to take, not an expensive gut rehab
- **Keep it positive, encourage use**
- **Some competition is good, allow sharing of information if wanted**
 - Rewards are nice, but sometimes a “Good job” is enough

It's all still a mystery...



- **We're talking about behavior and change**
 - So what is the persistence of the method you choose to deploy
 - Do we have the message right, what's the perspective (energy efficiency or general)
 - Data

THANK YOU



Contact info:

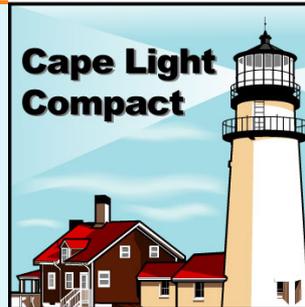
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[Link to final report of Phase I evaluation](#)



Next Call
TBD

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All notes are posted to the BPA Behavior change page

Check out the BBEE group on Conduit

