

Home Energy Reports Update

Fort Collins Utilities and Loveland Water and Power

Rocky Mountain Utility Exchange

October 13, 2011



5th Rocky Mountain
Utility Efficiency Exchange



Fort Collins Home Energy Reports

- Delivered in partnership with O-Power
- 25,000 customer recipients receive report six times per year
- Meeting or exceeding expectations
 - Over 2,900 megawatt-hours (MWh) year to date
 - On track to exceed goal of 4,500 MWh
 - Cost of conserved energy less than \$0.05 per kilowatt-hour
 - Contributes approximately 20% of annual efficiency portfolio goal

Home Energy Report

Account number: 475836-62047
Report period: 02/17/11 - 03/18/11

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 fcgov.com/energyreports

*****AUTO**SCH 5-DIGIT 80521
JOHN PHELAN
1312 W OAK ST
FORT COLLINS CO 80521-2347

Last Month Neighbor Comparison

You used **34% LESS** electricity than your efficient neighbors.



How you're doing:

GREAT 😊😊😊
Good 😊
More than average

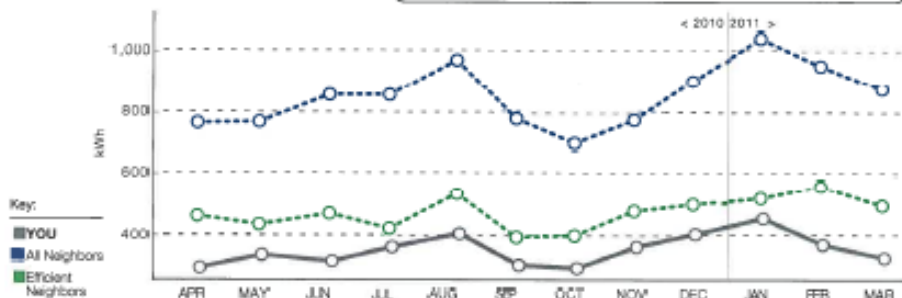
* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

Who are your Neighbors?

- All Neighbors**
Approximately 100 occupied nearby homes that are similar in size to yours (avg 2,327 sq ft) and have gas heat
- Efficient Neighbors**
The most efficient 20 percent from the "All Neighbors" group

Last 12 Months Neighbor Comparison

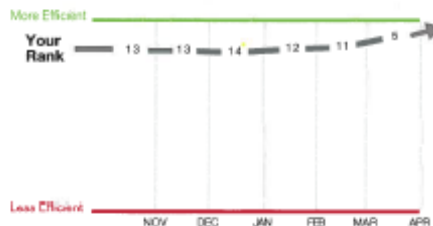
You used **59% LESS** electricity than your neighbors.
This saves you about **\$386** per year.



Turn over for savings →

Neighbor Efficiency Rank

Your energy efficiency rank out of 100 neighbors:



Your Rank Last Month

#5 out of 100 neighbors
#1 is the most efficient

★ You are in the top 5%. Great job!
Looking for ways to stay at the top?
www.fcgov.com/energyreports

Your rank is calculated each bill period.
See the Neighbor Comparison section for details about your neighbors.

Action Steps | Personalized tips chosen for you based on your energy use and housing profile

Quick Fix

Something you can do right now

- Hang laundry to dry**
Your clothes dryer is a major energy consumer, because it has to produce so much heat. To save energy, use clotheslines or drying racks to air-dry clothes. Hang drying uses no electricity and can be gentler on clothes than repeated cycles in the dryer. To soften up your dry clothes, you can throw them in the dryer for about five minutes.

SAVE UP TO **\$20** PER YEAR

Quick Fix

Something you can do right now

- Recycle your second refrigerator**
Refrigerators from the year 2000 use 40% more energy than today's most efficient units. If you have a spare refrigerator or freezer you probably pay more to run it than your primary one in the kitchen, even if you don't often need to use it. Recycle your extra appliance for instant savings. We'll pick your old refrigerator up for free and give you a \$35 rebate - visit fcgov.com/energyreports for details.

SAVE UP TO **\$90** PER YEAR

Great Investment

A big idea for big savings

- Upgrade your washer for savings**
Clothes washers use a significant amount of energy, especially if you use warm or hot water. Up to 90% of the energy used for a load of wash can go towards water heating. When purchasing a new washer, look for an ENERGY STAR® qualified model to save on energy and water costs. Energy-efficient clothes washers use about 30% less energy and over 50% less water than conventional models.

SAVE UP TO **\$50** PER YEAR

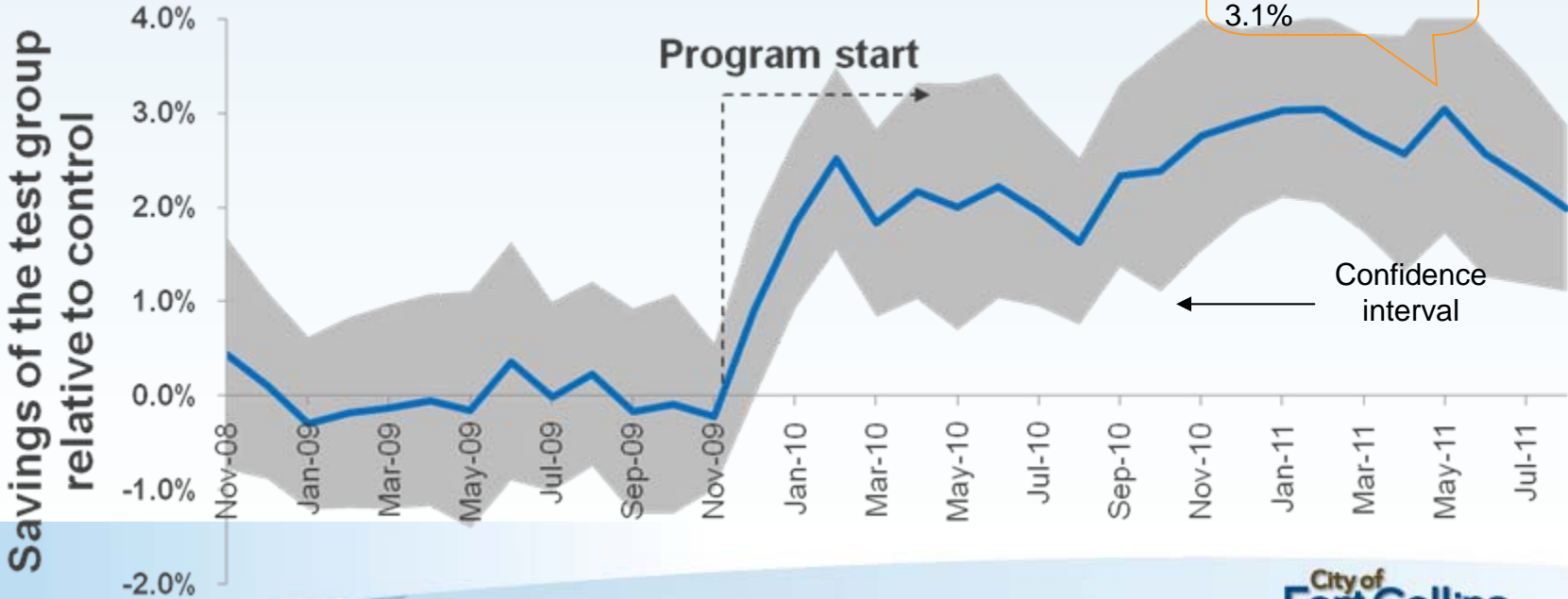
Home Energy Reports Program Summary

- The program reached it's highest percentage savings to date in May 2011 at 3.1% across all legacy recipients
- Results per household for the last 12 months are ~250 kWh saved per HH
- Quarterly cumulative impact suggests that year over year results are improving despite attrition
- Attrition has declined, and move outs this year are much lower than last year for legacy participants
- Recent and in-progress program enhancements are likely to boost results by and estimated 0.2-0.5%

Fort Collins, sustained savings impact

Overall program savings are expected to continue to increase, especially during the winter months

Program Impact: Overall



In the last calendar year, FC participants have saved ~260 kWh apiece

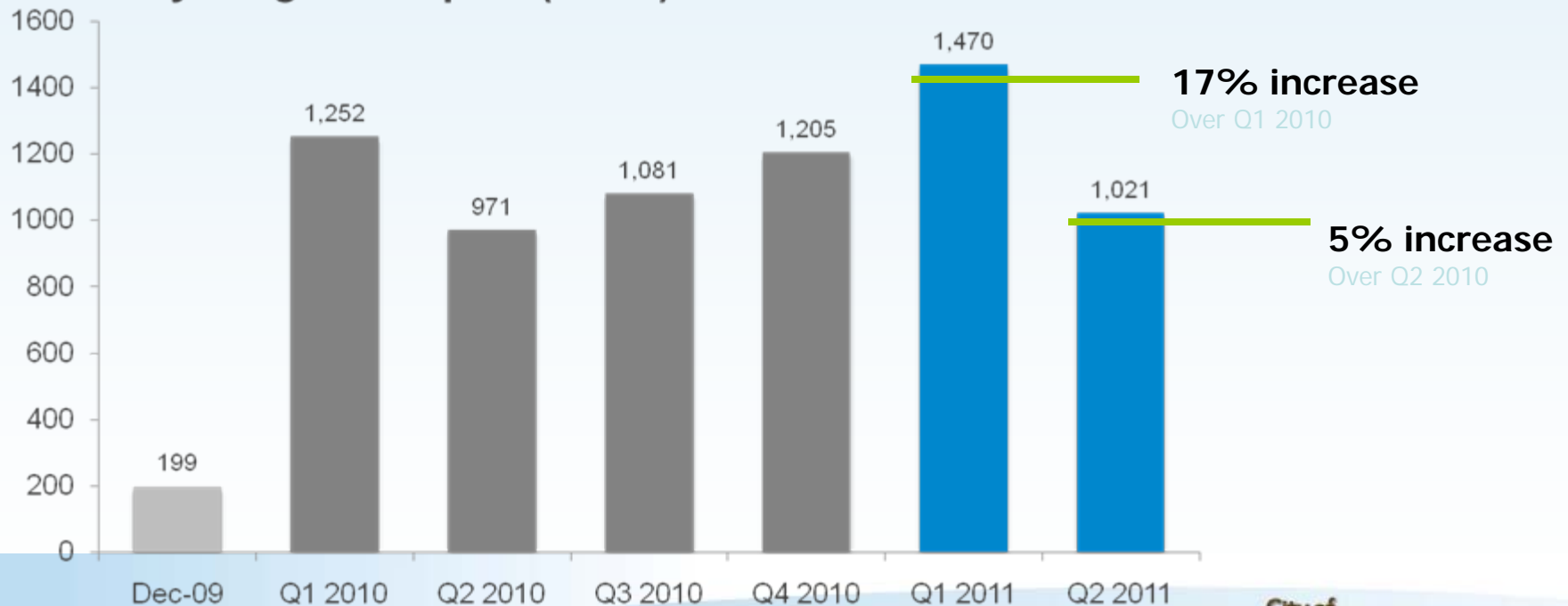
Monthly program impact (kWh/HH)



Y2 of the Fort Collins program consistently outperforms Y1

Cumulative program impact: 7.9 GWh

Quarterly Program Impact (MWh)



Home Energy Reports Program Summary

Program attrition: opt outs and move outs have both abated

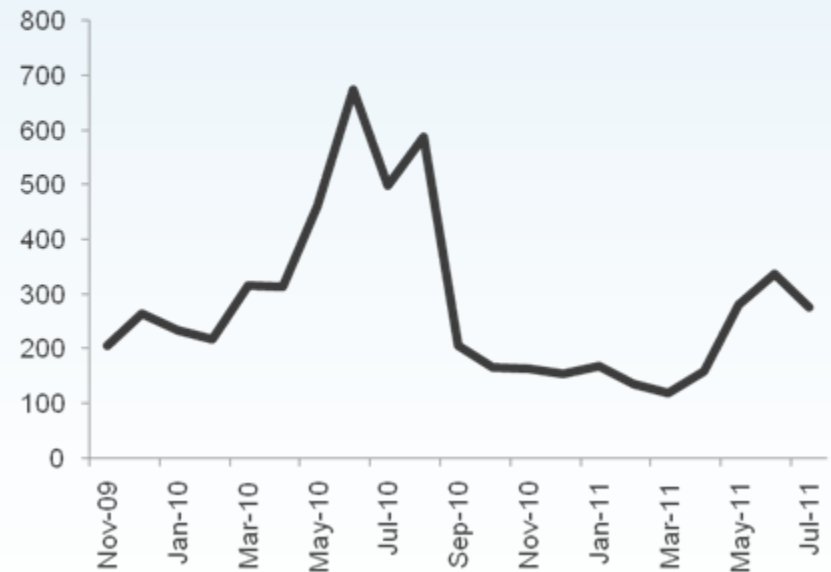
Opt outs have trickled to a standstill among legacy participants

Opt Outs



Move outs are on the rise with summer months, but lower than last year

Move Outs



Home Energy Reports Program Summary

2011 Program Enhancements

- Refresh customer list to 27,500 households
 - Results for new customers will be available in the Q3 report
- Moved all customers to bimonthly frequency
- Implemented varied stream module framework (aka dynamic report content)
- Upgraded web portal- positive customer feedback!
- Home audit promotion in September

Home Energy Reports Program Summary

Home Efficiency Program

Take the next step on the path to even greater savings.



Start here. Discover your home's potential with a \$60 home energy audit.



Schedule an audit by a certified professional.



Learn ways to improve the efficiency of your home.



Make improvements with the help of a participating contractor.



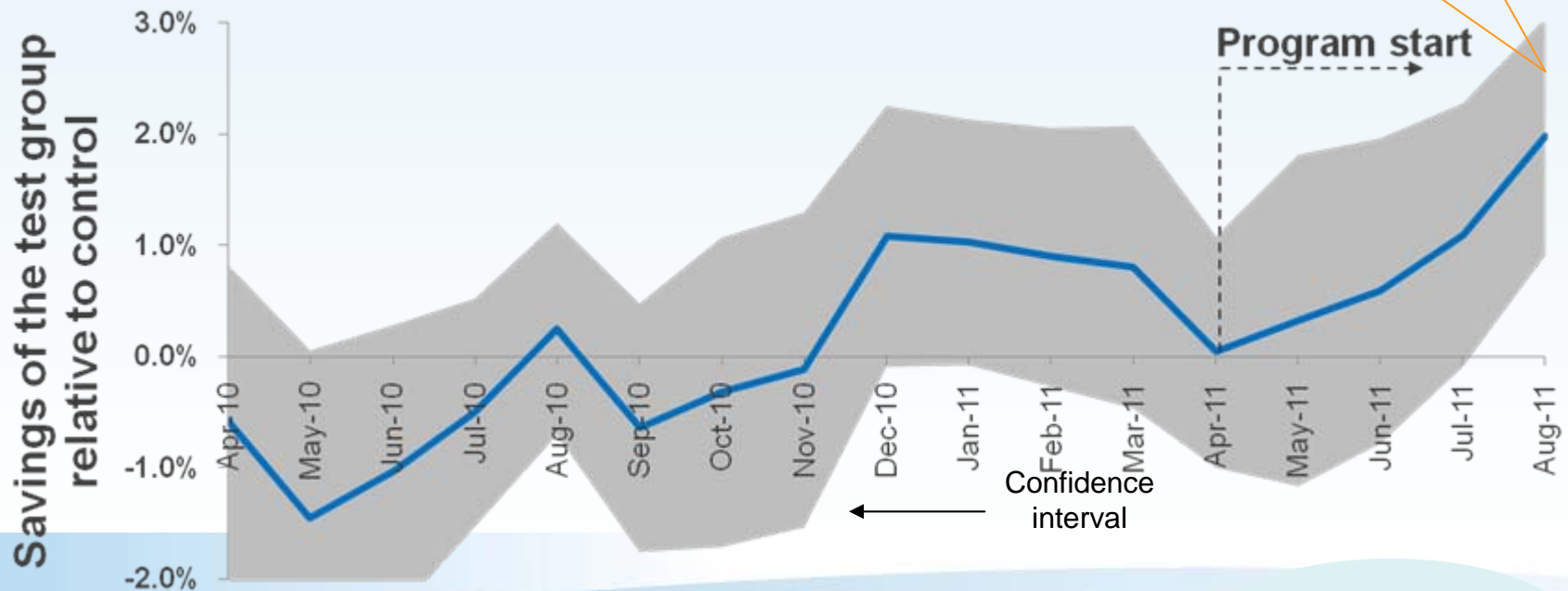
Earn rebates, stay comfortable, and be an efficient neighbor.

To learn more call (970) 221-6700 or visit www.fcgov.com/HomeEfficiency.

Loveland, program savings are ramping up quickly

Bimonthly programs generally start to level out after the first 6 months of reports

Program Impact: Overall



Program has ramped to 1.1%

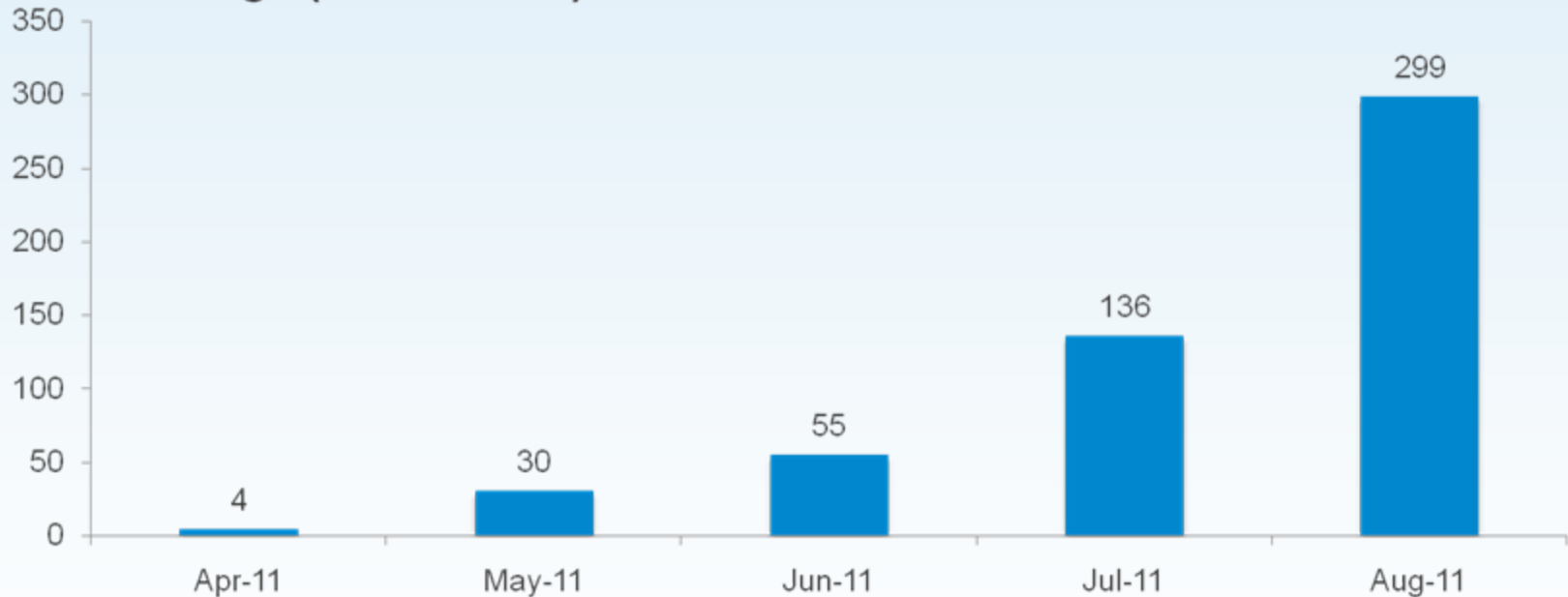
Program start

Confidence interval

Loveland's program is already generating measurable value for customers

Cumulative program impact: 644 MWh

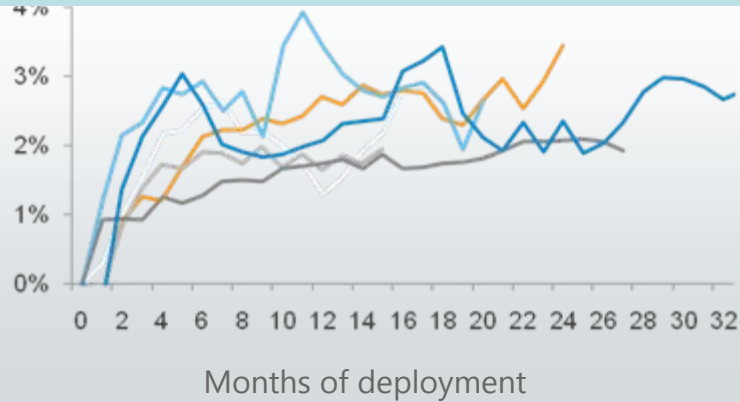
MWh Savings (cumulative)



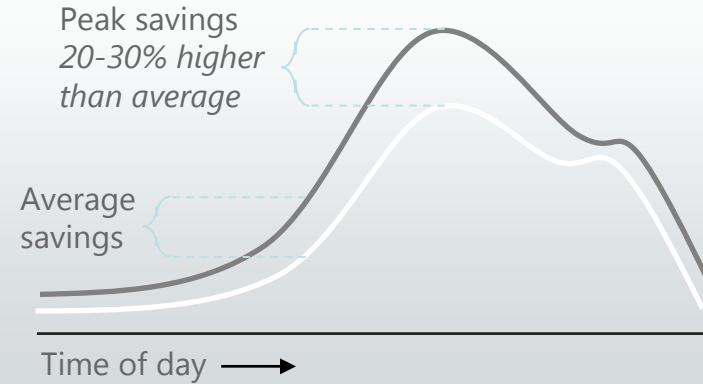
Monthly Savings per HH (kWh)	0.3	2.1	4.0	9.8	21.8
------------------------------	-----	-----	-----	-----	------

Additional OPOWER Program Benefits

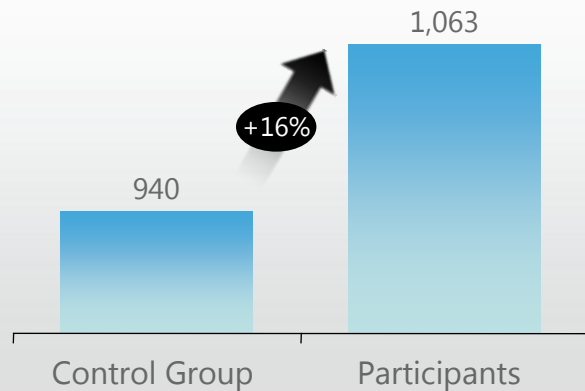
Sustained Energy Efficiency



Peak Reductions

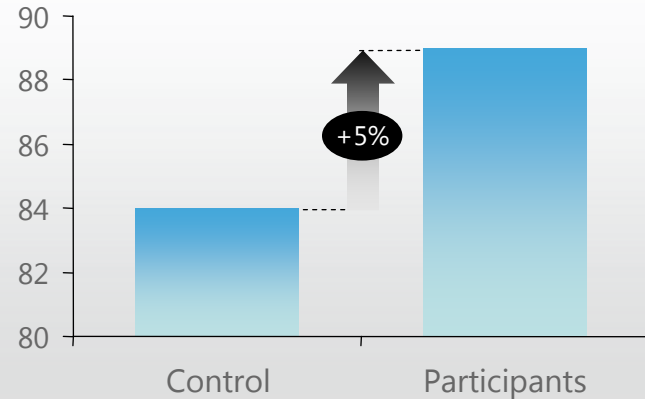


Improved Program Participation



SOURCE: Program participation rates for a Northern California utility

Improved Customer Satisfaction

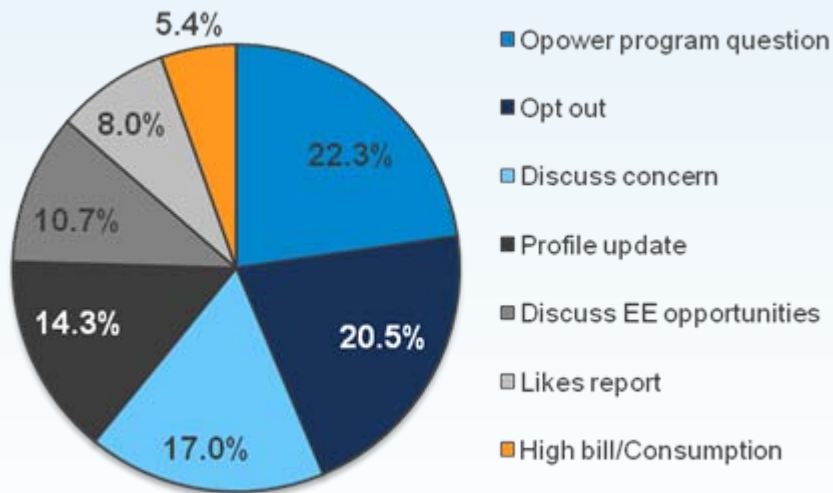


SOURCE: Third party customer survey conducted at Puget Sound Energy

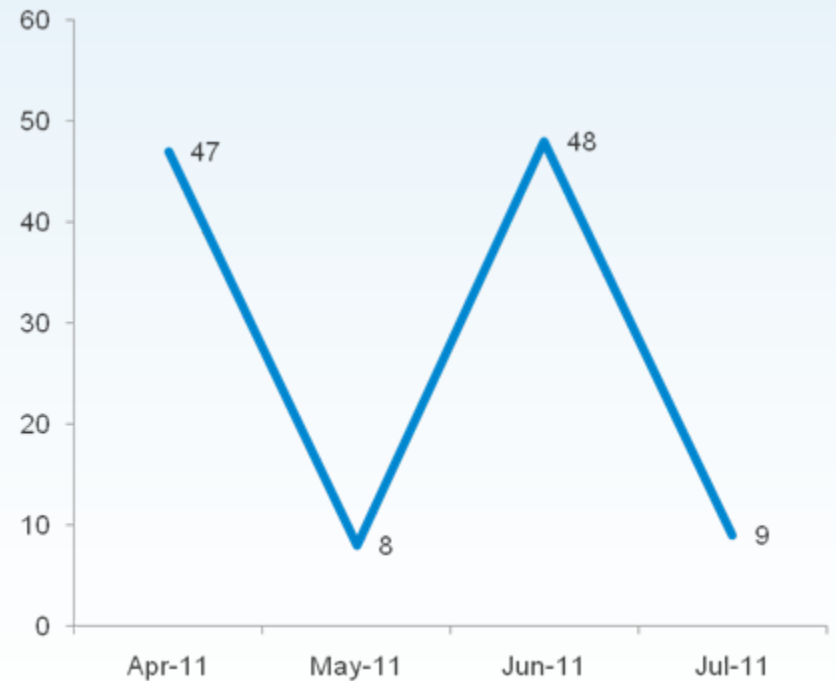
Call volumes in second cycle were similar to the first cycle

Fairly even distribution of call topics with an average length of 5 and a half minutes

Call Breakdown



Call Volume

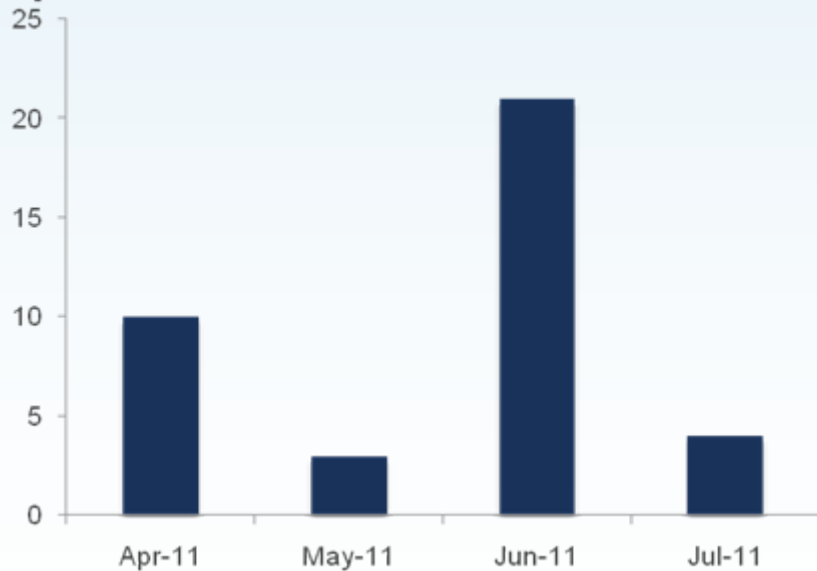


Program attrition is driven by move outs

99.5%+ of customers still choosing to stay in the program after first two report cycles

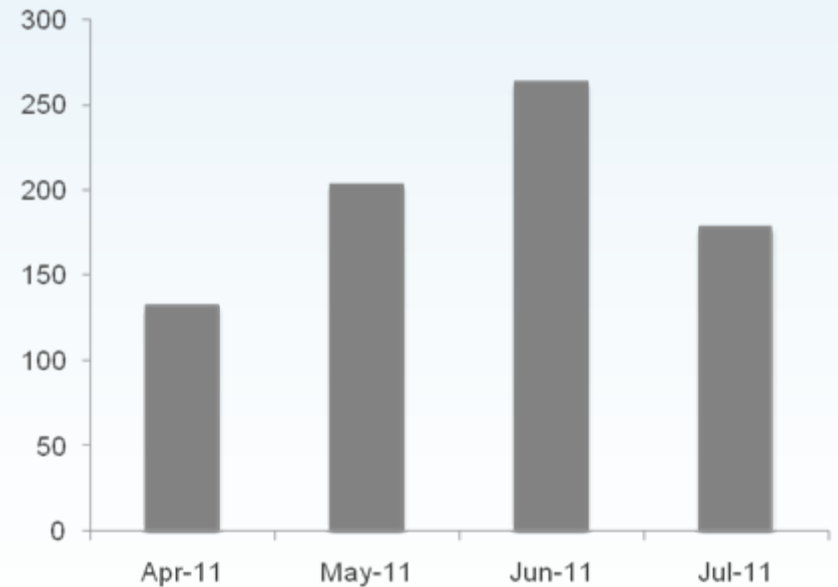
Opt outs represent only 0.28% of original participants

Opt Outs



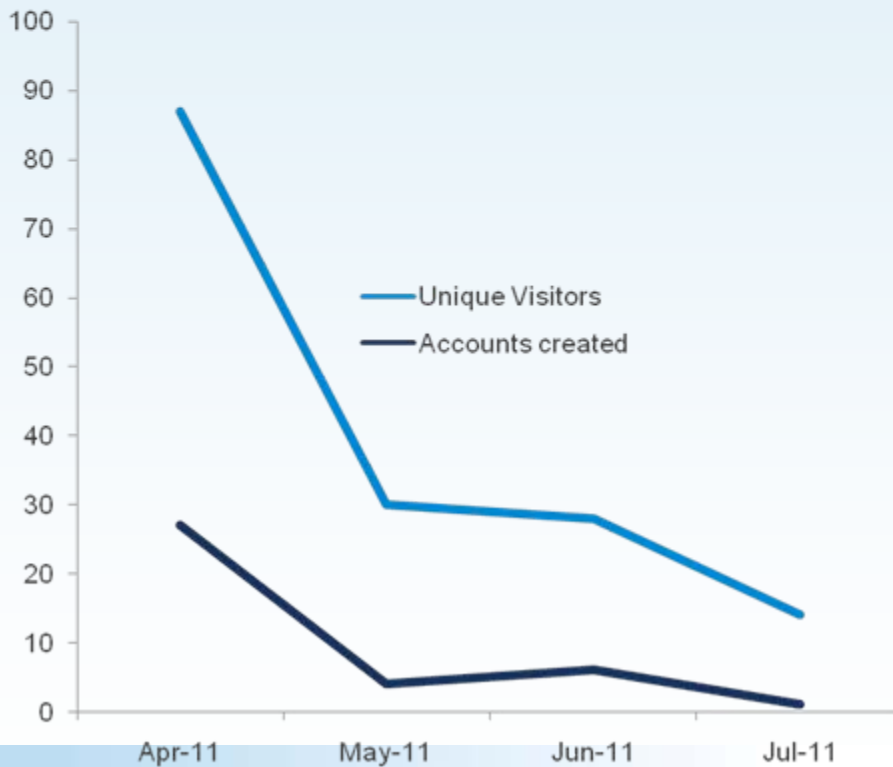
Move outs represent 5.2% of original participants

Move Outs



Web traffic has declined after first report

1.1% of participants have visited the web, and roughly a quarter of those have created accounts



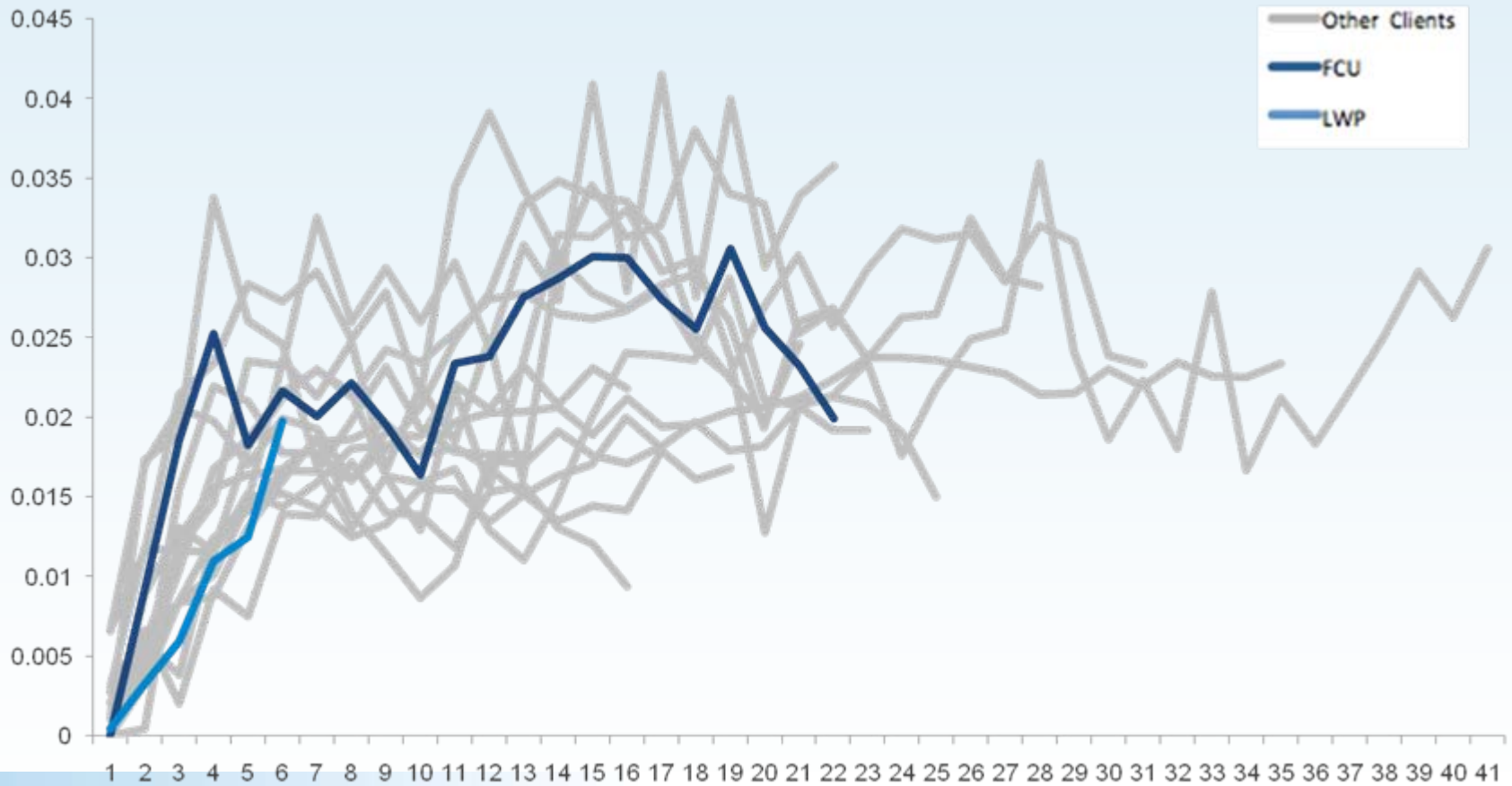
- » Average time on site: 5 min 23 seconds
- » Average pages viewed per visit: 7.9

Loveland's unique opportunities:

- » Water savings analysis
 - We expect that the reports also impact water conservation, but we have never quantified the impact to date
- » 5% savings goal for customers
- » Detailed program marketing – HEAP
- » Social Media
- » Unique URLs
- » Customer testimonial videos

Home Energy Reports Program Summary

Fort Collins and Loveland perform at the upper end of peer utilities



Source: Opower Data through 07/31/2011



Questions and discussion

