

# HB2939

Testimony by Jim Kapsis,  
Senior Director, Opower

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# Opower Overview

Engaging consumers,  
Saving energy and money



## Company

- **80+** utility partners in **30** states and **6** countries
- Forbes **#10** of 100 **Most Promising Companies**
- **300+** people in Washington DC, San Francisco, London, and Singapore

## Our DNA

- Applied behavioral science
- Consumer marketing
- Data analytics

# Working with 80+ utilities globally, reaching 15 million households



# Confusing

*Keep This Portion For Your Records*

ACCOUNT NUMBER	46662-23344	BILL DATE	Aug 17, 2009
NAME	Dave's Pet Shop		
SERVICE AT	5221 N. Westlake Peoria, IL 61603		
TOTAL AMOUNT DUE BY		Aug 31, 2009	\$189.86
AMOUNT PAYABLE AFTER DUE DATE			\$192.71

Payment Received on Aug 4, 2009 \$323.52

TYPE OF READING	METER NUMBER	SERVICE FROM	NO. TO DAYS	PREVIOUS	METER READING PRESENT	READING DIFFERENCE	METER MULTIPLIER	THERM FACTOR	USAGE	UNIT
Total Therm	04013633	07/13/08/13	31	9346.0000	9348.0000	2.0000	1.0000	1.00000	2.0000A	
Total kWh	10109168	07/13/08/13	31	1471.0000	2725.0000	1254.0000	1.0000		1254.0000A	

SUMMARY			
Service To	Summer kWh	Service To	Usage
Total kWh	08/13/2009	1254.0000	1254.0000
Sales Therm	08/13/2009	2.0000	

### NATURAL GAS SERVICE BILLING DETAIL

GDS-2 Small Gen Gas Del-Sp.H		Service From: 07/13/2009 to 08/13/2009	
Customer Charge			\$31.49
Delivery Charge Gas	2.00 @ \$0.0331000		\$0.13
CGS Gas Edv Chg	2.00 @ \$0.01669900		\$0.03
Rider SES Charge	2.00 @ \$0.0045000		\$0.01
Total Delivery Service Amount			\$31.66
Gas Supply		Service From: 07/13/2009 to 08/13/2009	
Gas Charge (PGA)	2.00 @ \$0.5594456		\$1.12
Total Supply Amount			\$1.12
Taxes		Service From: 07/13/2009 to 08/13/2009	
Illinois State Gas Revenue Tax			\$0.05
Illinois State Commerce Commission Tax			\$0.03
Total Tax Related Charges			\$0.08
<b>Total Natural Gas Charges</b>			<b>\$32.86</b>

### ELECTRIC SERVICE BILLING DETAIL

DS - Small General Service (DS-2)		Service From: 07/13/2009 to 08/13/2009	
Customer Charge			\$12.46
Meter Charge			\$5.15
Distribution Deliv Chg Summer	1,254.00 kWh @ \$0.02554000		\$32.03
Rider SES Charge	1,254.00 kWh @ \$0.0098846		\$1.24
Total Delivery Service Amount			\$50.88
Electric Supply (BGS-2)		Service From: 07/13/2009 to 08/13/2009	
Purch Elec Summer	1,254.00 kWh @ \$0.07729000		\$96.92
Purchased Electric Adj	1,254.00 kWh @ -.00205708		-\$2.53
Rider SES Supply Cost Adj	1,254.00 kWh @ \$0.0066000		\$8.35
Transmission Service Charge	1,254.00 kWh @ \$0.00379000		\$4.75
Total Supply Amount			\$99.99
Taxes		Service From: 07/13/2009 to 08/13/2009	
Peoria Municipal Charge			\$4.85
Illinois State Electricity Excise Tax			\$4.14
Total Tax Related Charges			\$9.99
<b>Total Electric Charges</b>			<b>\$159.86</b>

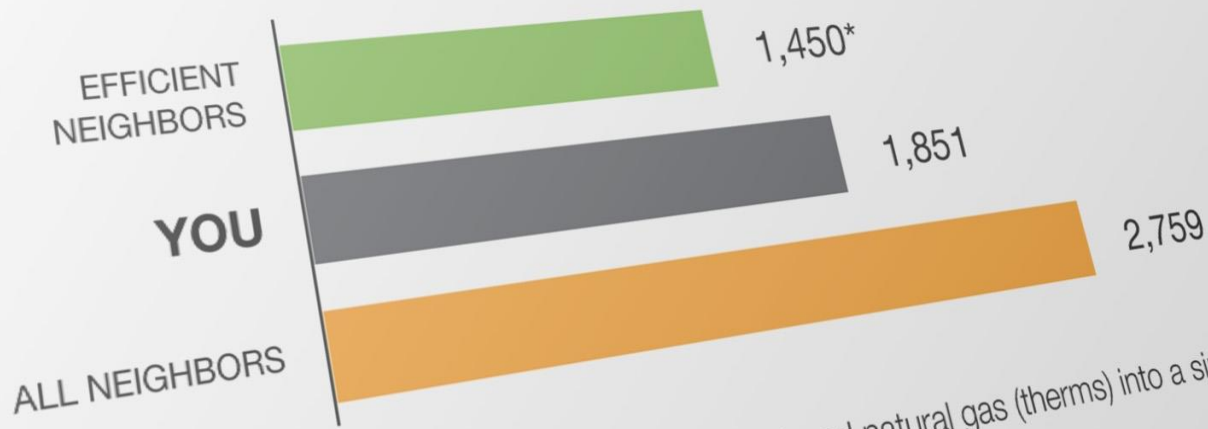
### MISCELLANEOUS CHARGES DETAIL

Credit	CR	\$2.86	
<b>Total Miscellaneous Charges</b>			<b>-\$2.86</b>
<b>Current Month Charges</b>			<b>\$189.86</b>

# Boring



# November Neighbor Comparison | You used **28% MORE** energy than your efficient neighbors.



\* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

## WHO ARE YOUR "NEIGHBORS"?

■ ALL NEIGHBORS

Approximately 100 occupied nearby homes that are similar in size to yours (avg 2,023 sq ft) and have both electricity and natural gas service.

### HOW YOU'RE DOING:

GREAT 😊😊

▶ **GOOD** 😊

MORE THAN AVERAGE

You used **74% MORE** energy than your neighbors.  
This costs you about \$100 more per month.

Comparison



# Consumer Energy Usage Disclosure Report



In collaboration with **EnergyTrust** of Oregon

ALEXANDER & DANIEL RILEY (i@#%^^&\*~:[]\|";?><\_+)=)

## Personal Energy Report

Report period: 09/22/10 - 11/18/10

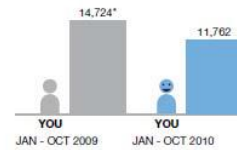
We are pleased to provide this personalized report to help you save energy.

- The purpose of this report is to:
- Provide information
  - Help you track your progress
  - Share energy efficiency tips

This information and more is available at [www.energytrust.org/PersonalEnergyReport](http://www.energytrust.org/PersonalEnergyReport)

## Personal Comparison

How you're doing compared to last year:



So far this year, you used **20% LESS** energy than last year.

★ You're on pace to use less in 2010.

Looking for ways to save even more? Visit [www.energytrust.org/PersonalEnergyReport](http://www.energytrust.org/PersonalEnergyReport)

\* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

## Last 2 Months Neighbor Comparison

You used 15% MORE energy than your efficient neighbors.



How you're doing:

Great 😊  
**GOOD** 😊  
 More than average

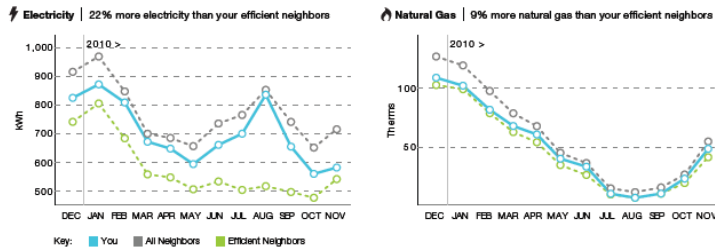
\* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

### Who are your Neighbors?

- All Neighbors: Approximately 100 occupied nearby homes that are similar in size to yours (avg 1,819 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 15% MORE energy than your efficient neighbors. This costs you about \$200 EXTRA per year.



Turn over for savings →

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

### Quick Fix

Something you can do right now

- Reduce water heater temperature**  
Lowering your water heater temperature from 140° to 120° can result in a 10% savings in hot water costs. This temperature will also help prevent scalding.

Check the owner's manual for safety instructions before making any changes to your water heater's settings.

After lowering the temperature on the water heater, use a thermometer to check the temperature of water flowing from your faucets.

SAVE UP TO **\$40** PER YEAR

### Smart Purchase

Save a lot by spending a little

- Insulate water heater pipes**  
In a typical home, 9% of the energy used to heat water is lost in distribution. To save energy and money, add insulation to your water heater pipes.

Once your pipes are insulated, you can lower your water heater temperature to save energy. You also won't have to wait as long for hot water to reach the faucet or showerhead.

You can find foam pipe insulation at hardware stores and install it yourself in a few hours.

SAVE UP TO **\$25** PER YEAR

### Great Investment

A big idea for big savings

- Upgrade your water heater**  
Water heating is typically one of the largest energy expenses in your home, after heating and cooling. It is likely cost effective to replace your water heater if it is more than 10 years old.

Look for a model with a high Energy Factor (EF) and choose the right size for your home. You'll save more with a smaller tank.

New gas water heaters with an EF of .62 or higher and electric water heaters with an EF of .93 or higher are eligible for cash incentives up to \$200. Learn more at the website below.

SAVE UP TO **\$30** PER YEAR



runs on OP@WER®

[www.energytrust.org/PersonalEnergyReport](http://www.energytrust.org/PersonalEnergyReport) | 1-877-408-9624 | [PersonalEnergyReport@energytrust.org](mailto:PersonalEnergyReport@energytrust.org)

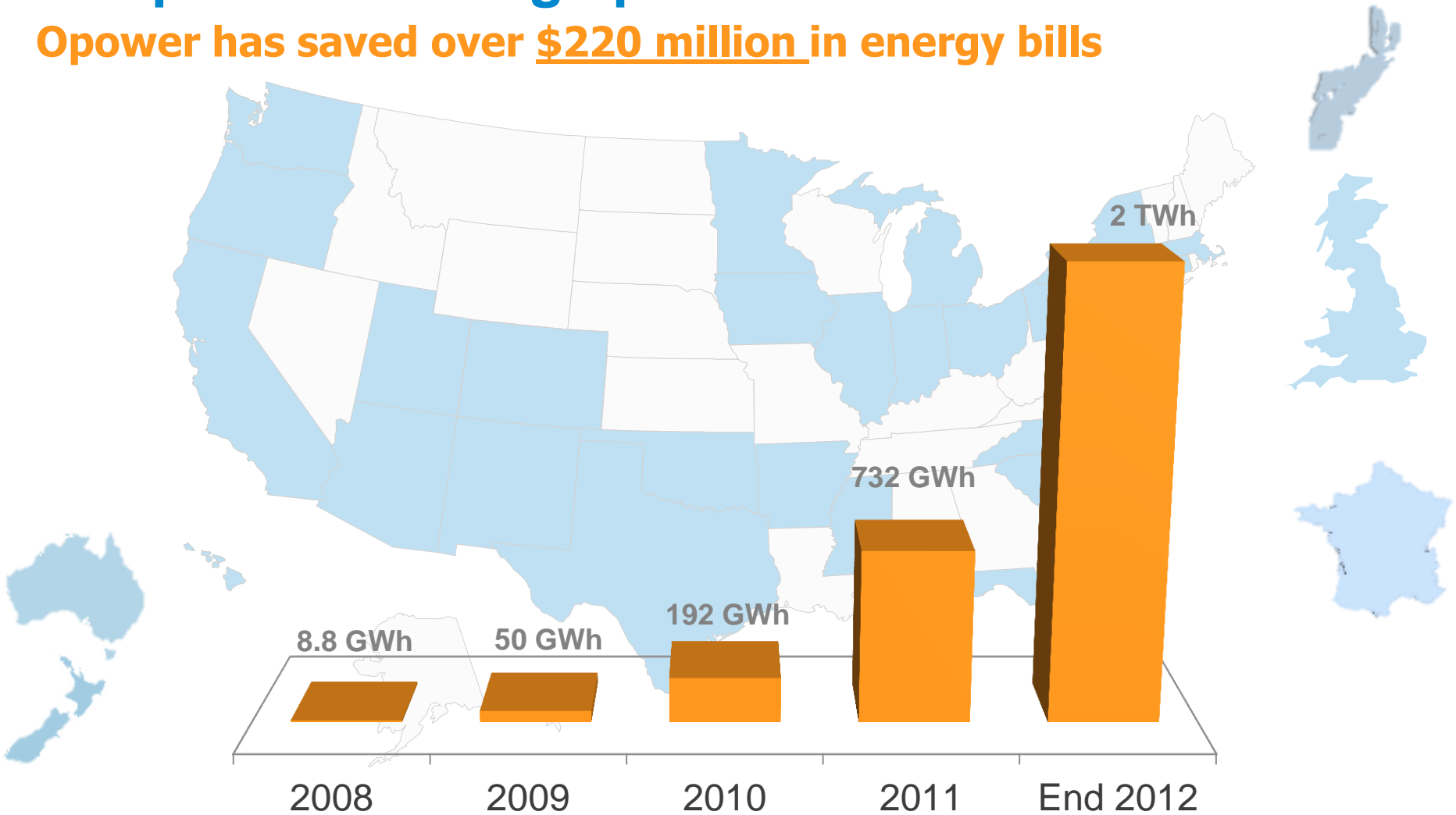
♻️ Printed on 30% post-consumer recycled paper.

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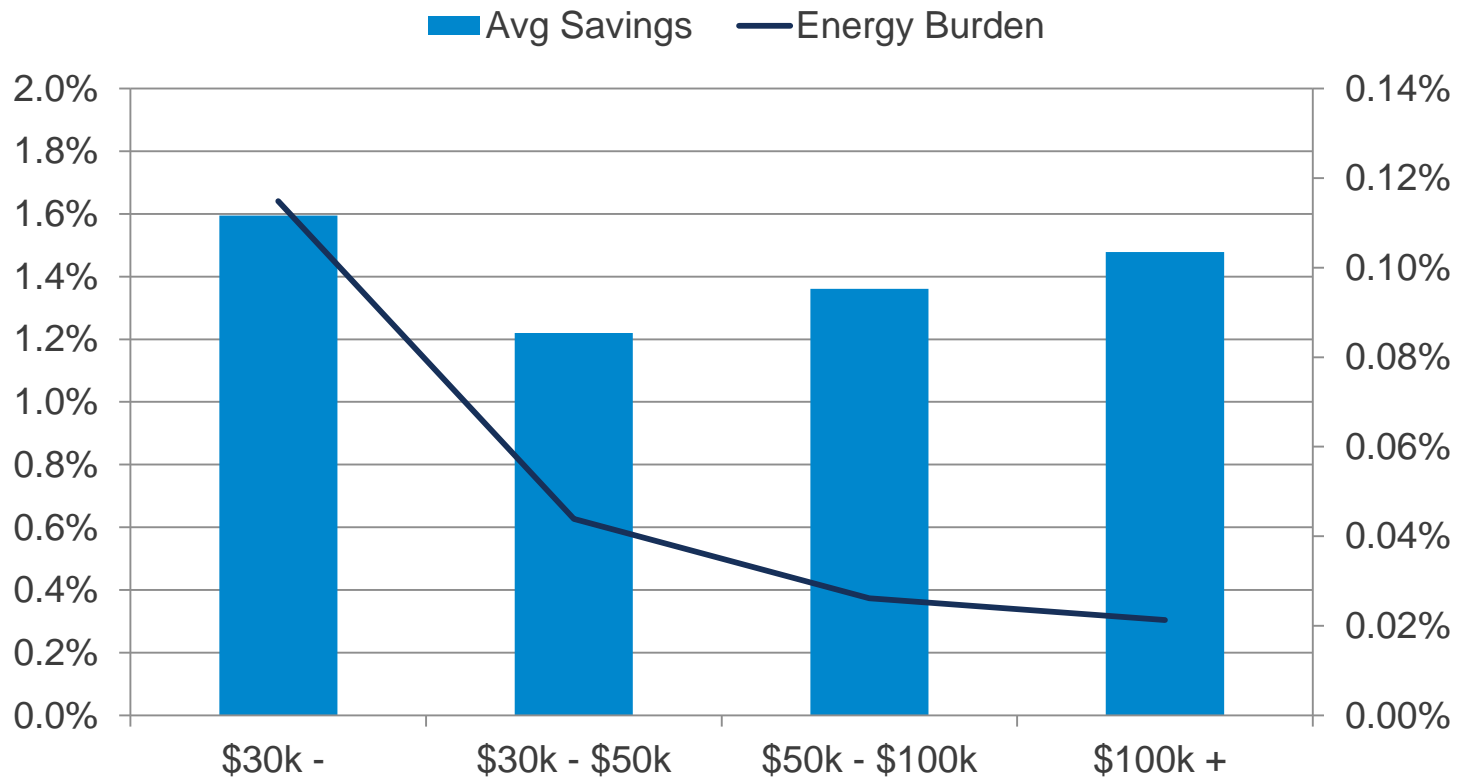
# Delivering results at scale, 1-3 percent savings per household

Opower has saved over \$220 million in energy bills



# Opower delivers savings to all households, including most vulnerable. . .

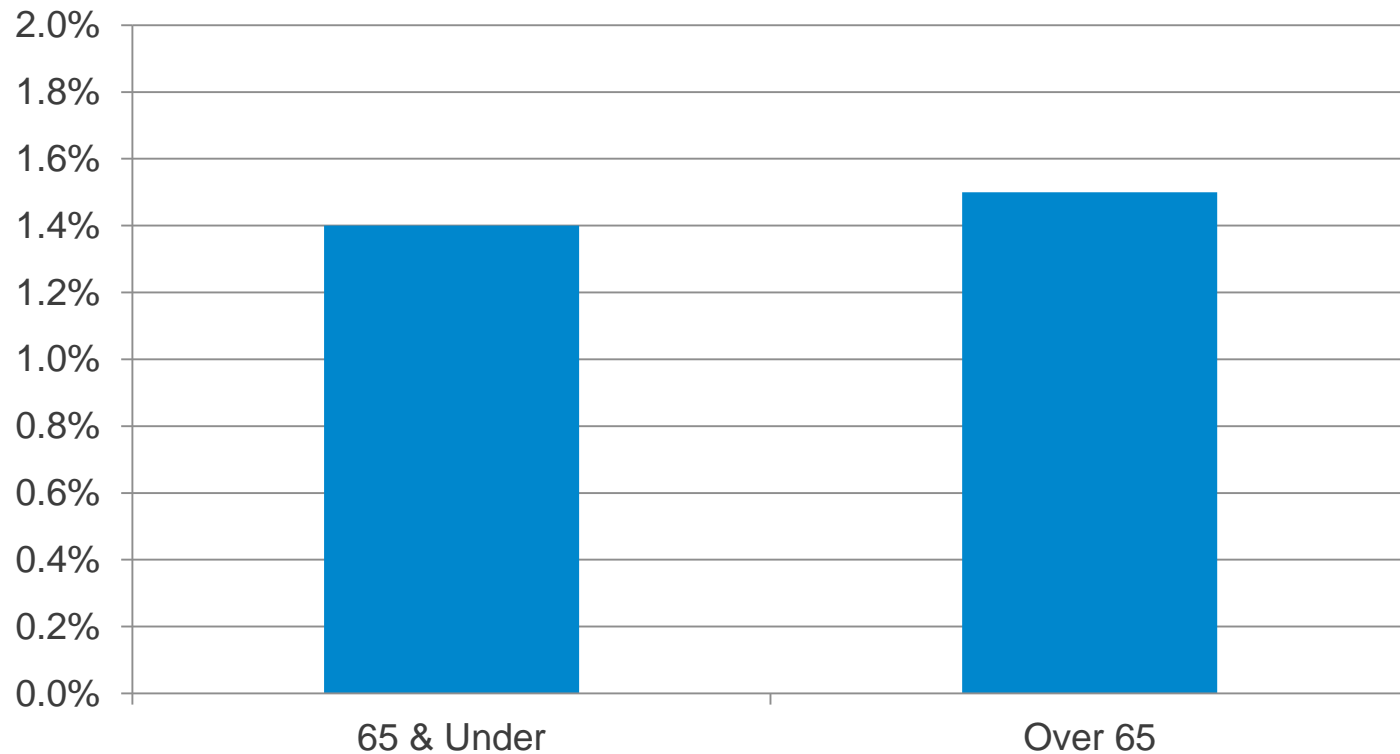
## Savings by Income Band



Source: Analysis of 10 different US programs, representing 58K homes <\$30K annual income

# and is effective for everyone, including senior citizens

Savings by Age



Source: Analysis of 10 different US programs, representing 95K homes with primary resident >65yrs

# Energy Trust of Oregon's Pilot Program: \$1.6 million in bill savings a year

**Personal Energy Report**  
Report period: 05/04/11 - 01/01/12

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

The purpose of this report is to:

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

The information and news is available at [www.energytrust.org/PersonalEnergyReport](http://www.energytrust.org/PersonalEnergyReport)

**Last 2 Months Neighbor Comparison** | You used **23% MORE** energy than your efficient neighbors.

Category	Efficient Neighbors	YOU	All Neighbors
Electricity	1,287	1,595	1,777

**Who are your Neighbors?**

- All Neighbors: Approximately 100 residential energy users for an entire 1/2 sq. mi. area.
- Efficient Neighbors: The most efficient 25 percent for the "All Neighbors" group.

**Last 12 Months Neighbor Comparison** | You used **33% MORE** energy than your efficient neighbors. This costs you about **\$368 EXTRA** per year.

**Electricity** | 17% more electricity than your efficient neighbors

**Natural Gas** | 25% more natural gas than your efficient neighbors

**Quick Fix**

- Let your AC unit breathe**  
Your air conditioner's outdoor unit, the condenser, needs plenty of space to be able to take the heat it collects from inside your home and transfer it to the air outside.  
Keep all shrubs, trees and growth of any kind trimmed at least two feet away from the condenser.
- Clean the unit's exterior**  
Clean the unit's exterior to remove dirt and debris that can block airflow, taking care not to bend the metallic fins.

**Our website gives you the power to make more smart energy choices.**

- Update your home information
- Go paperless
- Find the best tips for your area

Find ways to make smart energy choices at [www.energytrust.org/PersonalEnergyReport](http://www.energytrust.org/PersonalEnergyReport)

**Utilities:**

Portland General Electric and NW Natural

**Counties Served:**

Clackamas, Marion, Multnomah, Polk, Washington, and Yamhill

**# of Homes:**

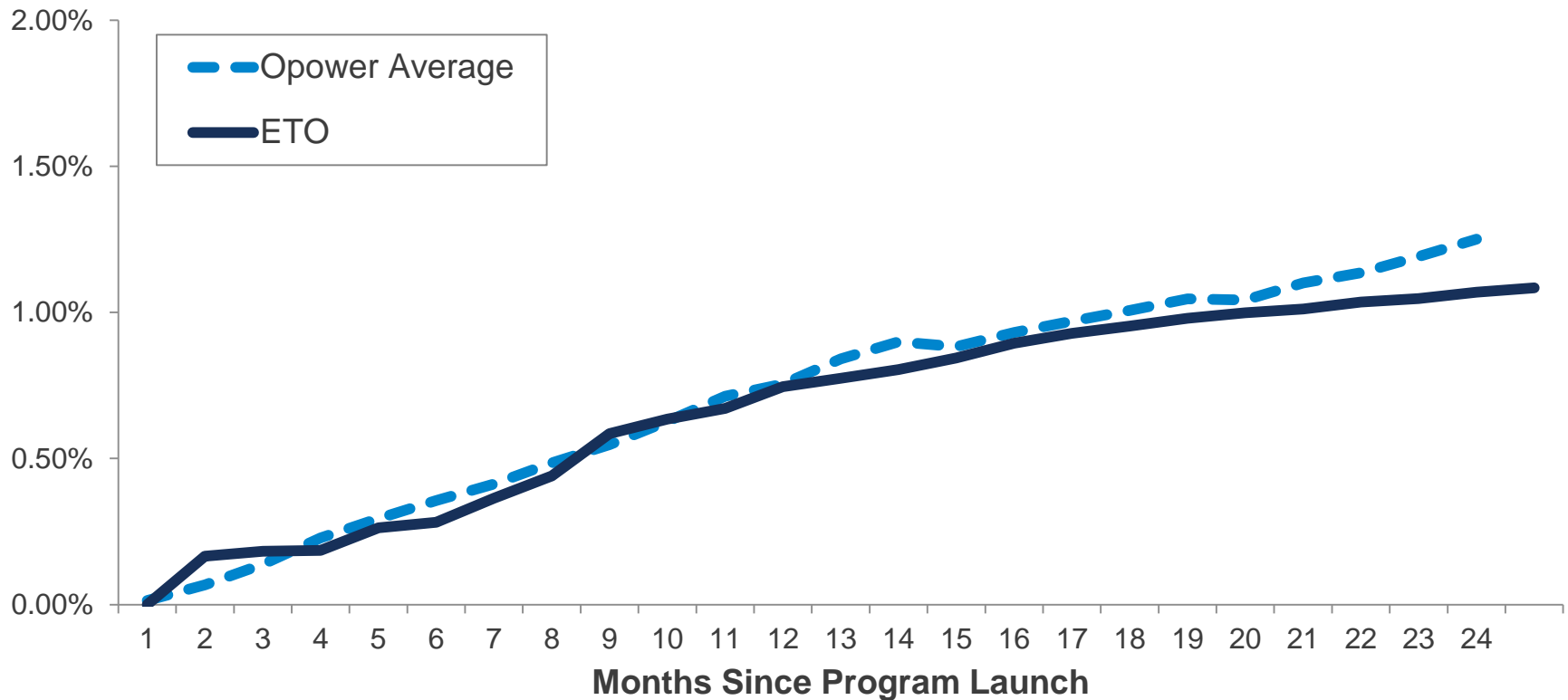
60,000

**Cumulative Savings (up to Feb 2013):**

- \$1.6 million in bills
- 16,504 MWh
- 600,235 Therms

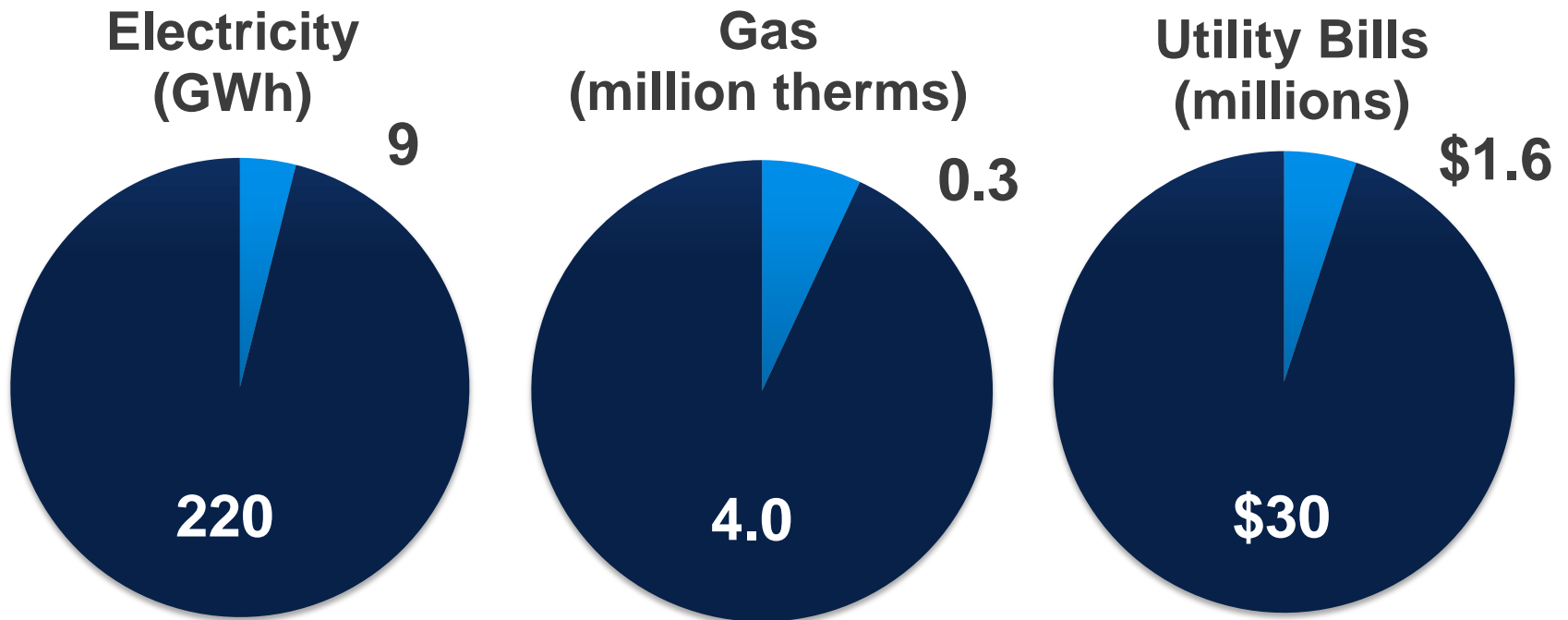
# Two years in, and only 1% of recipients have chosen to opt out of reports

## Cumulative Opt Out Rate



# \$30 million of cost-effective savings per year are possible

Impact of ETO pilot vs. full deployment in Oregon

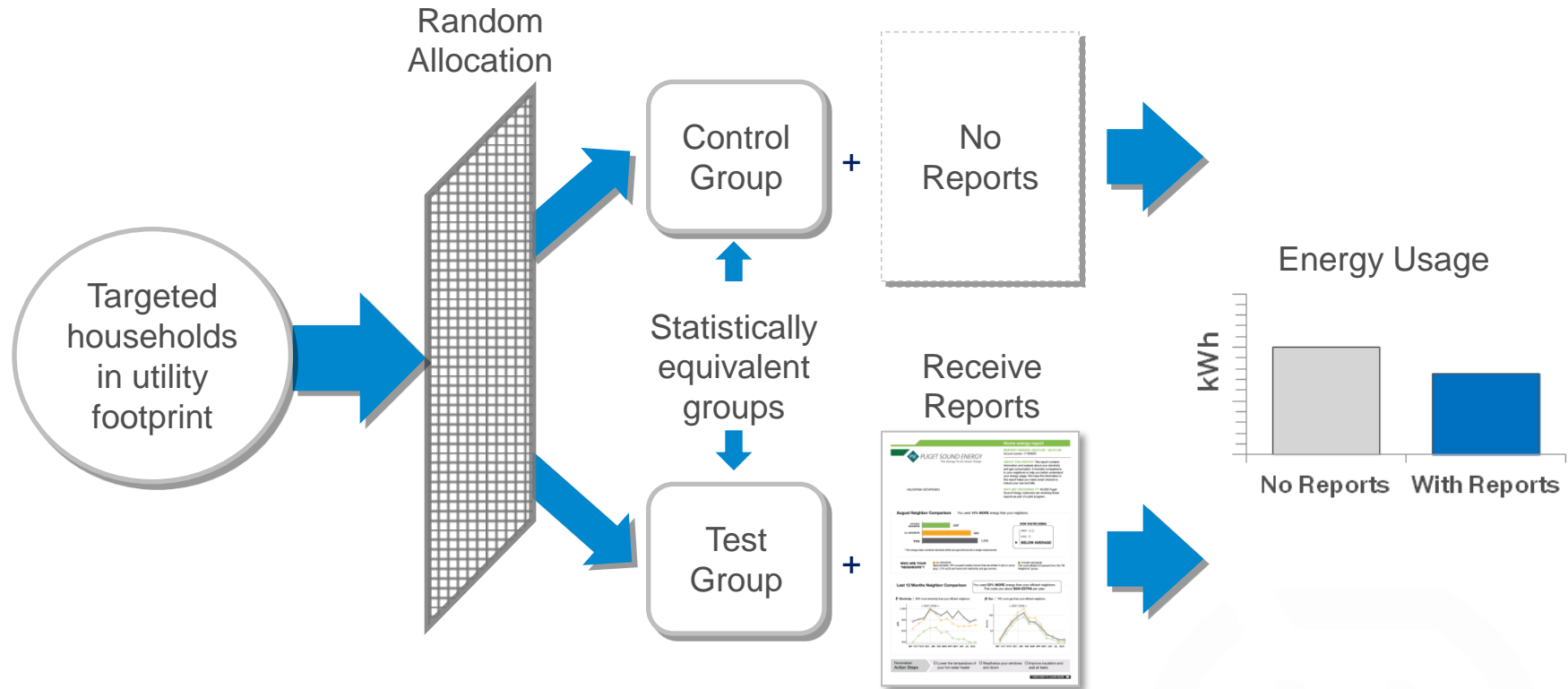


**Thank You**

**[jim.kapsis@opower.com](mailto:jim.kapsis@opower.com)**



# Clearly Defined Measurement & Verification Approach



Methodology endorsed by:



U.S. DEPARTMENT OF ENERGY

EPR2

ELECTRIC POWER RESEARCH INSTITUTE





# Increasing participation in hard measures

