

Home Energy Report Program

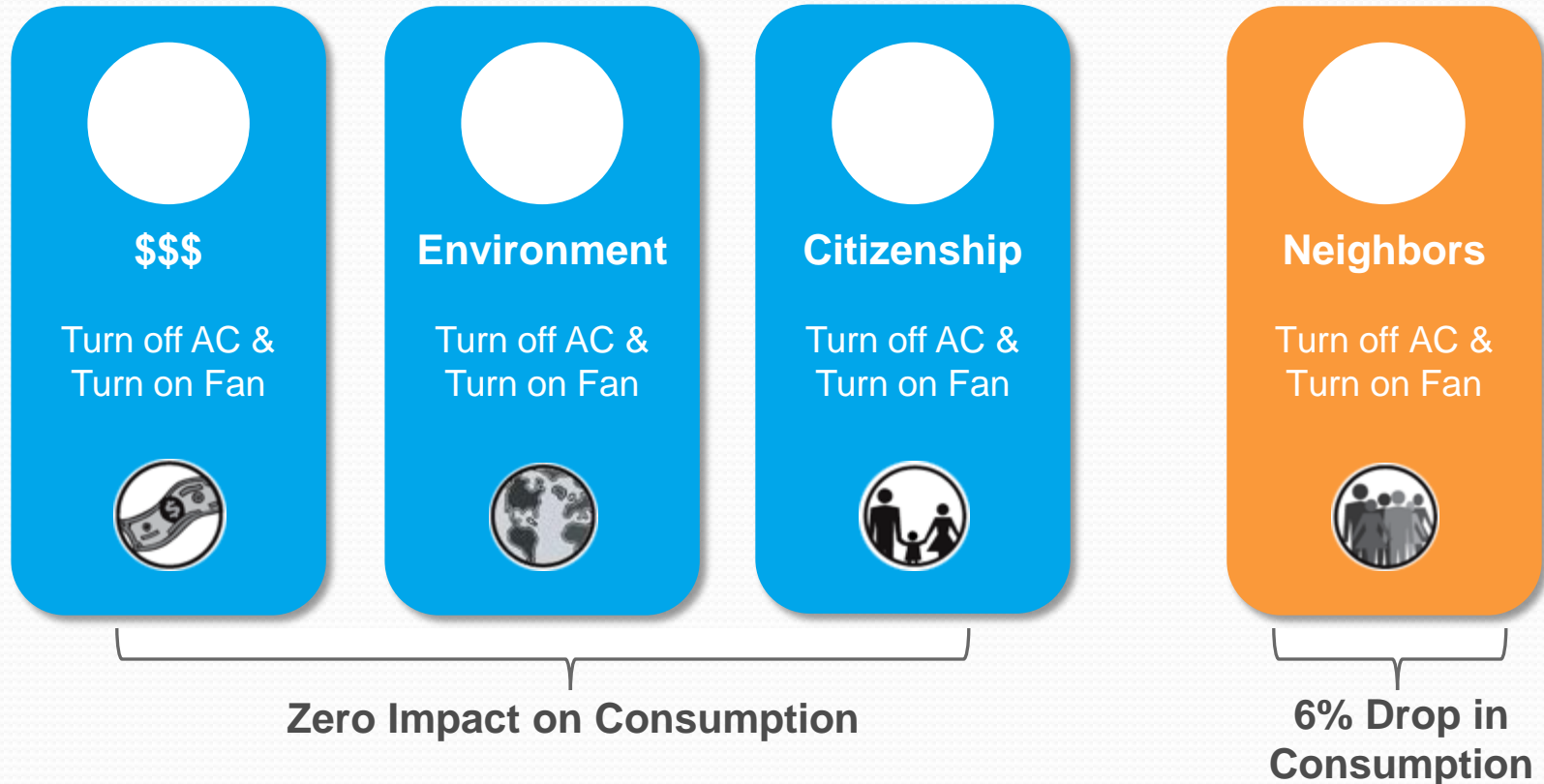
Presented to the Energy Efficiency & Sustainable Energy Board
by Liberty Utilities and PSNH
October 16, 2014



WHEN NEW HAMPSHIRE SAVES, *we all win.*

Opower: Behavioral science is at the core of our company

Behavioral Science: A scientific discipline in which the actions and reactions of people are studied through observational and experimental methods.



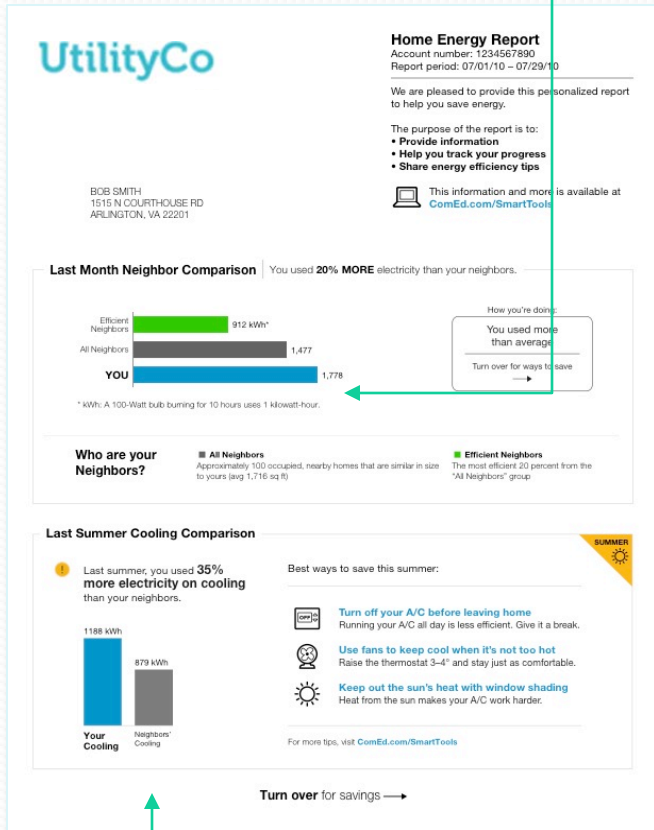
How the comparison works

» We Exclude Homes That:

- ❖ Are not the same Home Type
- ❖ Use a different Heating Fuel
- ❖ Are not of Similar Size
- ❖ Are Far Away
- ❖ Are Vacant



The Home Energy Report

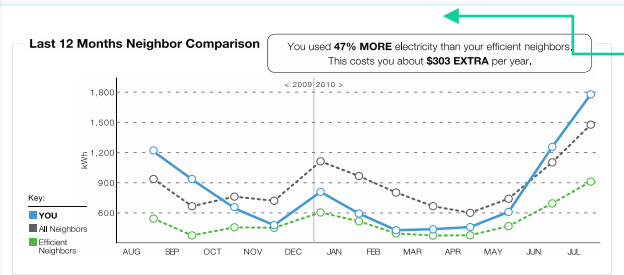


Analytics

Personalized, actionable insights

Normative Messaging

Similar house benchmarking clarifies opportunity and motivates action



Loss Language

More impactful than prospect of gaining money

Your Personalized Plan

is online.

- Adjust your thermostat**
 To 72 degrees when you're at home
 To 76 degrees when you're away
Save up to \$165/year
 Top 20 most popular in your area
- Fix gaps around windows and doors**
 Next steps:
 Buy sealant at your local hardware store
Save up to \$310/year
- Maintain your air conditioner yearly**
 Next steps:
 Change your AC filter
 Clean the coils and nearby areas
 Comb the coil fins
Save up to \$20/year

Update your plan at [ComEd.com/energyReport](#)

How many can you check off?

Peer proof

More credible than traditional marketing

PSNH's Home Energy Report Pilot Program

Primary Objectives

Program Effectiveness

- ❖ **To measure the program effectiveness on...**
 - ❖ energy savings
 - ❖ enrollment in other energy efficiency programs
 - ❖ customer satisfaction (do they like the program?)

Successful Messaging

- ❖ **To test the effect of messaging on energy savings**

Scalable Results

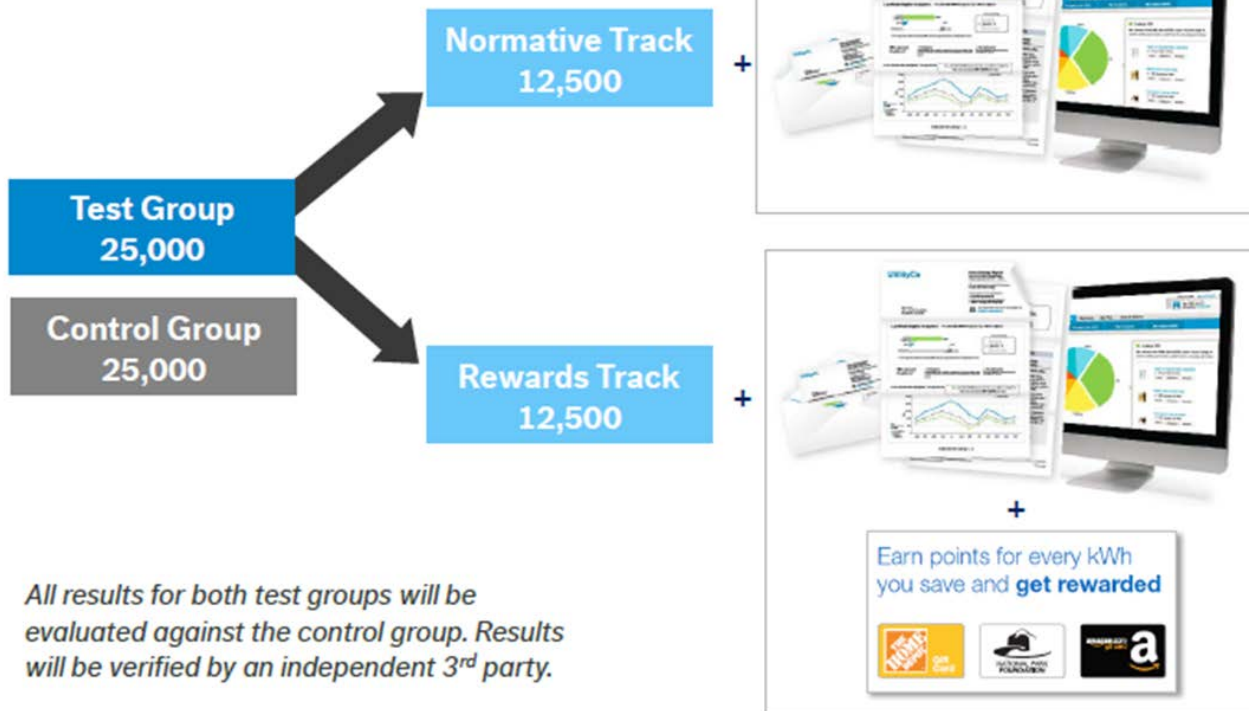
- ❖ **To design the pilot program so energy savings and costs are scalable to the residential population**

Cost Effectiveness

- ❖ **To implement a cost effective program**

Pilot Program Design

25,000 HH pilot, split into a normative track and a rewards track



All results for both test groups will be evaluated against the control group. Results will be verified by an independent 3rd party.

Program Introduction



P.O. Box 330
Manchester, NH 03106-0330

<Month xx, xxxx>

BOB SMITH
1234 MAIN STREET
CITY, ST XXXXXX

Dear <fullname>,

At Public Service of New Hampshire, we are committed to helping you become more energy efficient. That's why we are launching the Home Energy Report Program. As our valued customer, you've been selected to participate in this new program, designed to help you make more informed decisions about your home's energy consumption so you can save energy and money.

In your reports, you will find:

- **Your neighbor comparison:** See your current energy use compared to your neighbors'.
- **Your energy use patterns:** See how your energy use changes over time.
- **Personalized energy efficiency tips:** Review tips chosen specifically for you.
- **Access to online tools:** Visit www.psnhenergyreports.com for more energy saving tools.

We hope your Home Energy Report will help you save money by enabling you to make informed choices about the energy you use. Thank you for your participation.

Sincerely,

Public Service of New Hampshire

Help us make this program more valuable to you by completing the short survey and returning it in the enclosed, pre-paid return envelope. (This envelope is for survey responses only. Payments sent in this envelope cannot be processed.)

DETACH HERE

1. What energy efficiency information would you like to see included in future reports? (Select all that apply.)

- a. Easy ways that I can save around the house
- b. Energy saving investment recommendations
- c. Energy efficiency programs that PSNH offers to help me save energy and money
- d. Other: _____

2. To ensure that this personalized report provides you with the most accurate information possible, please confirm the approximate square footage of your home:

_____ square feet

3. Enter your email address below if you would like to receive additional energy and money saving tips by email:

_____ @ _____

If you do not wish to receive additional free reports with updates on your energy use and money saving tips, please call (866) 658-0775 today.

XXXXX

Note: It will take approximately 4-6 weeks to process your response. The enclosed envelope is for survey responses only. Payments sent in this envelope cannot be processed.

PSNH_0004_WELCOME_NORM



Introducing your Home Energy Report

Frequently Asked Questions

Why am I receiving these reports?

You are among a group of randomly selected Public Service of New Hampshire customers included in the Home Energy Report Program, designed to help you save energy and money.

Is my information protected?

We only use your information to provide useful insights about your energy use. Your information is compiled anonymously and not shared with any of your neighbors. Only you can see your personal data.

Can I find this information and more online?

Visit www.psnhenergyreports.com to find out what your neighbors are doing to save, create a personal savings plan, sign up to receive email reports, and more. Here are three simple steps to get started:

1. Locate your account number in the upper-right corner of your report.
2. Log in at www.psnhenergyreports.com using your full name and account number exactly as it appears on your report.
3. Explore the site to start saving energy and money.



Learn more at
www.psnhenergyreports.com

Learn more about your energy use and how to save

See how you compare

Find out if you're using more or less energy than approximately 100 similar homes in your area based on:

- Home size
- Home type
- Heating source

Learn how to save more

Find energy saving tips, personalized for you. To make this custom advice even better, visit www.psnhenergyreports.com and update your home's information under "My Account."

PSNH_0004_WELCOME_NORM

Neighbor Comparison Report ("Normative")



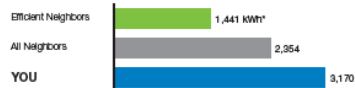
P.O. Box 320
Manchester, NH 03105-0320

Home Energy Report
Account number: [REDACTED]
Report period: 05/23/14-08/22/14

This report gives you context on your energy use to help you make smart energy saving decisions. For a full list of energy saving products and services for purchase, including rebates from Public Service of New Hampshire, visit:

psnh.com/savings

Last 3 Months Neighbor Comparison | You used 35% more electricity than your neighbors.



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

How you're doing:

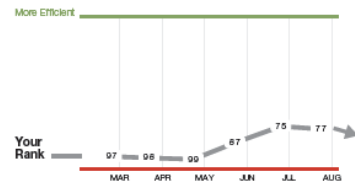
You used more than average

Turn over for ways to save

Who are your Neighbors?

All Neighbors: Approximately 100 occupied, nearby homes. Efficient Neighbors: The most efficient 20 percent from the "All Neighbors" group

Neighbor Efficiency Rank



Your rank is declining.

Your rank
77

Out of 100 neighbors
#1 is the most efficient

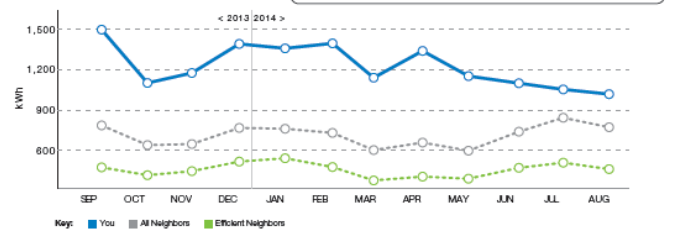
Your rank is calculated each bill period. See the Neighbor Comparison section for details about your neighbors.

Looking for ways to improve?
www.psnh.com/savings

Turn over for savings →

Last 12 Months Neighbor Comparison

You used 72% more electricity than your neighbors. This costs you about \$1,022 extra per year.



Personalized tips | For a complete list of energy saving investments and smart purchases, visit psnh.com/savings.

Quick Fix
Something you can do right now

Turn your water heater off or down when you're away
Water heating is one of the biggest energy users in a typical home. A standard water heater uses energy to keep hot water available in its tank at all times.

If you plan to be away from home for three or more days, turn the water heater's thermostat down to the lowest setting. If you have an electric water heater, turn the unit off.

When you return, restore your water heater to the normal temperature — 120°F is sufficient for most homes.

SAVE UP TO **\$15** FOR FOUR WEEKS OF VACATION

Smart Purchase
An affordable way to save more

Use and switch off power strips
Many electronics continue to draw power even when they are turned off. These "vampire devices" waste electricity throughout the day.

Plug devices into power strips and turn the strips off when they're not in use to stop drawing unnecessary energy.

Look for a **\$10 mail-in rebate** coupon when you buy a new advanced power strip. Learn more at psnh.com/homeappliances.

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

Great Investment
A big idea for long-term savings

Choose an efficient television
Some large flat-screen televisions use more energy than a refrigerator.

When shopping for a new television, look for the ENERGY STAR® label. Qualified TVs are, on average, over 25% more energy efficient than similar non-labeled models — without sacrificing picture quality. An LCD TV with an LED backlight is usually the most efficient option.

Before moving your old TV to another room, consider its energy costs — recycling it may be a better option.

SAVE UP TO **\$60** PER YEAR




Questions? Want to opt-out of reports? | (866) 658-0775 | psnhenergyreports@nuc.com
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ILUS ON OP@WER®

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Rewards Report




Public Service of New Hampshire
A Northeast Utilities Company

P.O. Box 330
Manchester, NH 03105-0330

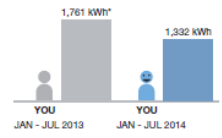
Home Energy Report

Account number: [REDACTED]
Report period: 05/24/14-08/25/14

This report gives you context on your energy use to help you make smart energy saving decisions. For a full list of energy saving products and services for purchase, including rebates from Public Service of New Hampshire, visit:

 psnh.com/savings

How you're doing compared to last year:






So far this year, you used **24% less** electricity than last year.
★ You're on pace to use less in 2014.

Looking for ways to save even more? Visit www.psnh.com/savings

Have you claimed your 150 bonus points?


Redeem your 150 bonus points when you sign up for the Public Service of New Hampshire rewards program. Start earning points for every kWh you save.

Don't lose your first 150 points: Redeem them today! Visit www.psnhenergyreports.com.

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Turn over for savings →



Getting ready for summer pays off

ENERGY STAR® qualified room air conditioners use at least 15% less energy than conventional models.
Purchase or upgrade a room air conditioner and receive a \$20 rebate from Public Service of New Hampshire.

[Visit psnh.com/homeappliances](http://psnh.com/homeappliances)

Personalized tips | For a complete list of energy saving investments and smart purchases, visit psnh.com/savings.

Quick Fix

Something you can do right now

Be smart about dishwashing
Save money when using your dishwasher by following these three steps:

- First, make sure you and other household members only run full loads.
- Next, instead of using the "heat dry" function, air-dry your dishes or use a towel.
- Finally, avoid special cycles such as "rinse-hold" or "pre-rinse," which increase the amount of energy and hot water the dishwasher uses.

Smart Purchase

An affordable way to save more

Use and switch off power strips
Many electronics continue to draw power even when they are turned off. These "vampire devices" waste electricity throughout the day.

Plug devices into power strips and turn the strips off when they're not in use to stop drawing unnecessary energy.

Look for a **\$10 mail-in rebate** coupon when you buy a new advanced power strip. Learn more at psnh.com/homeappliances.

Great Investment

A big idea for long-term savings

Choose an efficient freezer
Carefully consider whether you need a stand-alone freezer: they use more electricity than most other appliances. If you decide to purchase one, you could save on its energy costs by choosing an efficient model.


Look for an ENERGY STAR® qualified unit — these are 10% more efficient than conventional models.

Chest freezers and freezers with manual defrost are also more efficient than conventional models.

SAVE UP TO
\$30 PER YEAR

SAVE UP TO
\$90 PER YEAR

SAVE UP TO
\$45 PER YEAR



runs on OP@WER®

Questions? Want to opt-out of reports? | (866) 658-0775 | psnhenergyreports@nu.com
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10

Program Website

Public Service of New Hampshire
A Northeast Utilities Company

Welcome, CYNTHIA M. [MY ACCOUNT] [SIGN OUT]

Home My Energy Use My Plan Ways to Save Rewards

My usage details What uses most Compare my bills My goal

Great job, you did better than your goal!

Your usage:
Feb 1 - Jun 30
863 kWh

You are on track to use less than **1,068 kWh.**

Home My Energy Use My Plan Ways to Save Rewards

My usage details What uses most Compare my bills My goal

Click a section for more information.

Top 5 tips for your home

[Use and switch off power strips](#)
247 people do this
Added to your plan Undo

Edit Answers

Public Service of New Hampshire
A Northeast Utilities Company

Home My Energy Use My Plan **Ways to Save** Rewards

Ways to Save

By Type

- Cooling (7)
- Hot water (2)
- Lighting (8)
- Appliances (13)
- Other (12)

By Cost

- Free (17)**
- Smart purchases (16)
- Great investments (9)
- Rebates (8)

Free tips to reduce your use

Sort by: Relevant to my home

[Be smart about dishwashing](#)
151 people do this
Added to your plan Undo

[Set your refrigerator's temperature to 38°F](#)
89 people do this
I'll do it Already do it No thanks

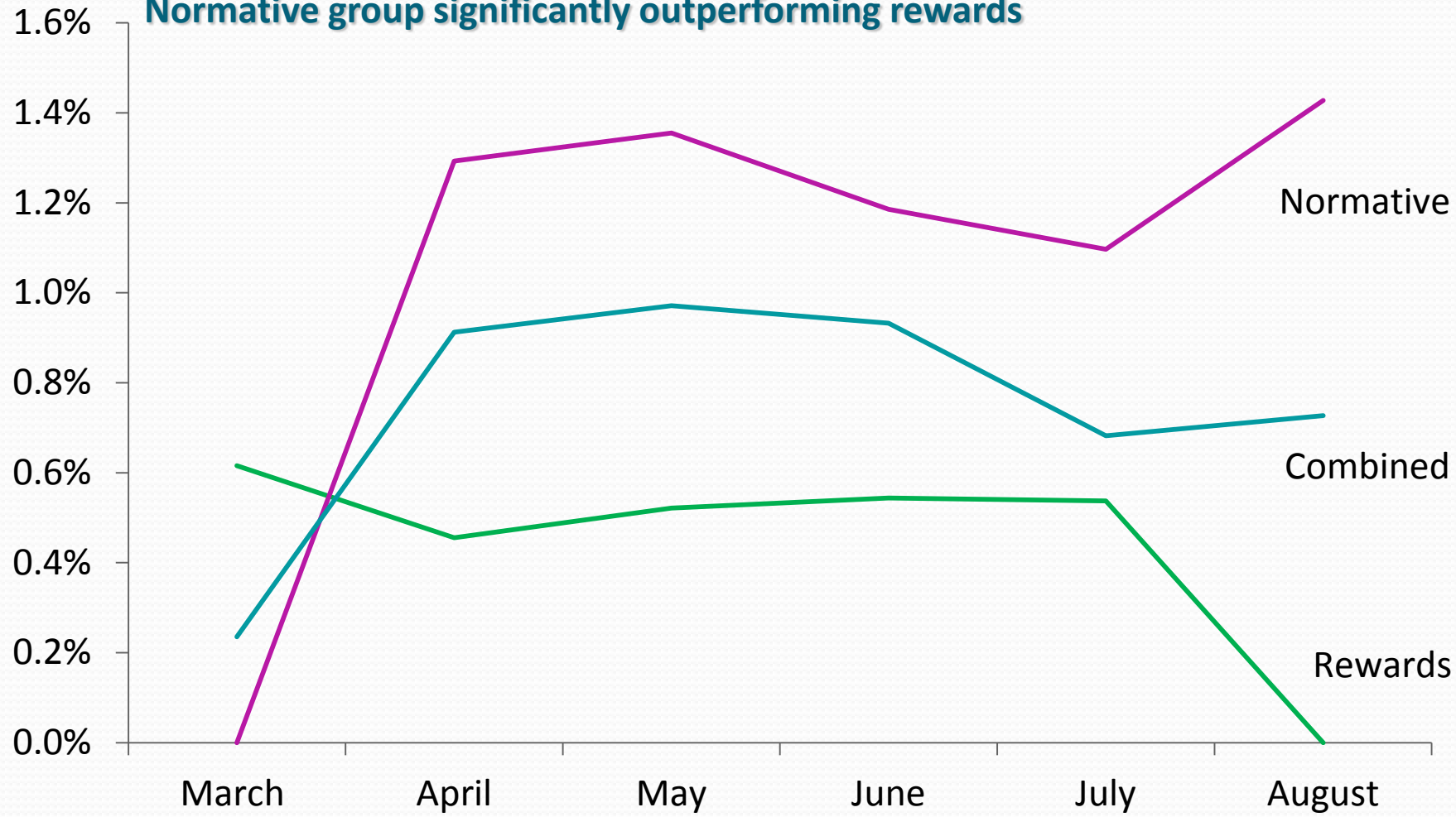
[Power down your cable or DVR box when it's not in use](#)
127 people do this
I'll do it Already do it No thanks

[Clean your refrigerator coils](#)
108 people do this
I'll do it Already do it No thanks

[Turn off lights when not needed](#)
286 people do this
Added to your plan Undo

Initial Results

Normative group significantly outperforming rewards



Initial Results

- ❖ Total savings of over 700,000 kWh since mid-February 2014 implementation
- ❖ Participant opt-out rate trending below Opower average
- ❖ Amazon and Habitat for Humanity rewards are popular
- ❖ Normative participants' website engagement deeper than rewards participants

■ Rewards
■ Normative

Avg. Time on Site
(Rewards vs. Normative)





Liberty Utilities - Gas

Home Energy Report Pilot Program

Pilot Program Design

Paper Home Energy Reports (HER)

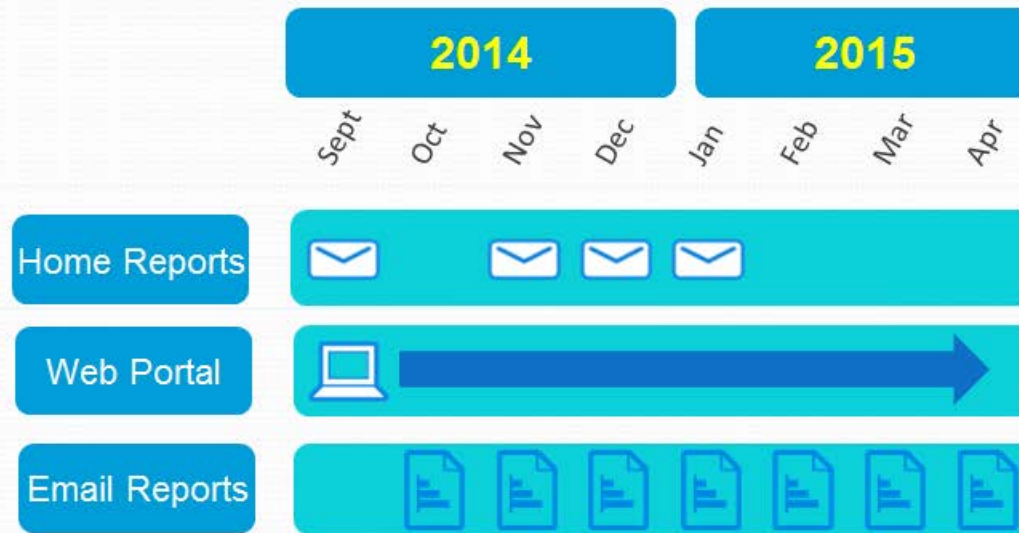
- 25,000 recipients
- Mailed bi-monthly to monthly
- Selection criteria: most likely to save

Web Portal

- Available to all 25,000 customers

Email Reports

- Up to 25,000 with email addresses
- Condensed version of paper reports



Program Introduction



Your Personal Information

We only use your information to provide useful insights about your gas use. Your information is compiled anonymously and not shared with any of your neighbors. Only you can see your personal data.

Say hello to your first Home Energy Report.

Learn about your home's gas use, see how you compare to your neighbors, and learn ways to save money.



1-800-833-4200
customerserviceNH@libertyutilities.com

Printed on 10% post-consumer recycled paper.



Introducing your Home Energy Report

This report and others to come are part of a program designed to help you save energy and money. Millions of households are already enrolled in similar report programs nationwide. Collectively, these programs have saved hundreds of millions of dollars. If you're ready to start saving on your gas bill, this program is for you.



About the Program

Neighbor Comparison

In your reports, you can see your current gas use compared to approximately 100 nearby, occupied homes with similar characteristics — such as square footage and heating system. These homes represent your neighbors, but do not necessarily include the homes on your block or in your immediate neighborhood. These comparisons, along with personalized energy saving tips, can help you better understand how you use gas.

Your Home Information

The comparisons and tips in your reports are personalized for you by using publicly available information about your home size, home type, and other characteristics. To make your custom analysis and advice even better, you can go online to lunh.opower.com and update your home information under "My Account."

Your Online Tools

Get More Insights Online

Visit lunh.opower.com to find out what your neighbors are doing to save, create a personal savings plan, sign up to receive email reports, and more. Here are three simple steps to get started:

1. Locate your account number at the upper right corner of your report.
2. Log in to the website using your account number as it appears on your report.
3. Explore the site to start saving energy and money.

Visit lunh.opower.com

LUNH_005_WEL.COME_NEI

Home Energy Report



Liberty Utilities - Efficiency
PO Box 1380
Londonbury, NH 03053-1380

Liberty Utilities
Sample Customer

Home Energy Report

Account number: 4122520
Report period: 06/12/14-08/11/14

This report gives you context on your energy use to help you make smart energy saving decisions. For a full list of energy saving products and services for purchase, including rebates from Liberty Utilities, visit:

www.libertyutilities.com/efficiency

Last Winter Comparison

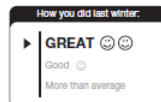
You used **33% less** natural gas than your efficient neighbors.
Your usage last winter: Dec '13-Mar '14



* CCF: Standard unit of measuring heat energy

Who are your Neighbors?

- All Neighbors:** Approximately 100 occupied nearby homes that are similar in size to yours (avg 1,000 sq ft) and have gas heat.
- Efficient Neighbors:** The most efficient 20 percent from the "All Neighbors" group.



Did you know?

Gas customers, like you, typically use much more energy in the winter months.

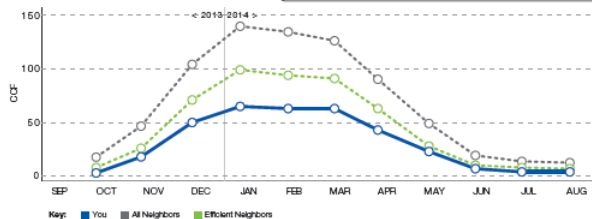
The information in this report is meant to help you prepare for winter and avoid a drastic or unexpected spike in your gas use (and your bills).

- Look above** to see how much gas you used last year in the Last Winter Comparison graph
- Flip the page over** for expert-recommended actions you can take right now in Personalized Tips

Turn over for savings →

Last 12 Months Neighbor Comparison

You used **55% less** natural gas than your neighbors. This saves you about **\$683** per year.



Personalized tips | For a complete list of energy saving investments and smart purchases, visit lunh.opower.com.

Quick Fix

Something you can do right now

- Reduce your water heater's temperature**
Lowering your water heater's temperature from 140°F to 120°F can reduce water heating costs by up to 10%. 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
\$70 PER YEAR

Smart Purchase

An affordable way to save more

- Weatherstrip windows and doors**
Windows and doors can be responsible for up to 25% of heat loss in winter for a typical home.

If you're comfortable doing the task yourself, you can weatherize your home in just a few hours. Seal windows for about \$1 each with rope caulk, or install more permanent weatherstripping for \$8-\$10 per window. Also, install sweeps at the bottom of exterior doors.

A professional can help you with this work if you prefer.

SAVE UP TO
\$430 PER YEAR

Great Investment

A big idea for long-term savings

- Maintain your heating and cooling systems**
Periodic maintenance of your heating and cooling systems will improve their efficiency and extend their lives. You should hire a qualified contractor to perform the service in advance of the high-use summer and winter seasons.

The service call will involve a general tune-up, inspection, and cleaning.

Keep in mind, the longer you put off service, the less efficient each system becomes and the more money you'll spend running them.

SAVE UP TO
\$285 PER YEAR



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lunh.opower.com | Questions? Want to opt-out of reports? | 1-800-493-4200 | customerserviceNH@libertyutilities.com
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Program Website

Liberty Utilities

Home My Energy Use My Plan Ways to Save

Welcome

How you're doing: Jul 12–Aug 11
You used 43% less than your efficient neighbors

You: 13 CCF
Efficient neighbors: 7 CCF
All neighbors: [unlabeled]

Who are my neighbors?

Steps you can take right now

- [Install efficient showerheads](#)
 - I'll do it
 - Already do it
 - No thanks
- [Wash clothes with cold water](#)
 - I'll do it
 - Already do it
 - No thanks

Liberty Utilities

Home My Energy Use My Plan Ways to Save

My usage details What uses most Compare my bills My goal

My Energy Use
Fuel type: natural gas

Sep 2013 - Jul 2014
My usage & weather

Month	Usage (CCF)	Temperature (°F)
Sep	16	57
Oct	32	45
Nov	49	32
Dec	65	18
Jan	65	25
Feb	65	22
Mar	49	33
Apr	32	49
May	16	60
Jun	16	69

Neighbors Usage Costs Weather

Liberty Utilities

Home My Energy Use My Plan Ways to Save

My usage details What uses most Compare my bills My goal

What Uses Most

Click a section for more information.

62% Heating

Edit Answers

Top 5 tips for your home

- [Get a home energy assessment](#)
 - I'll do it
 - Already do it
 - No thanks
- [Improve your home's insulation](#)
 - I'll do it
 - Already do it
 - No thanks
- [Program your thermostat](#)
 - I'll do it
 - Already do it
 - No thanks
- [Seal air leaks](#)
 - I'll do it
 - Already do it
 - No thanks
- [Adjust your thermostat a few degrees](#)
 - I'll do it
 - Already do it
 - No thanks

Questions?