

FOR BOARD ACTION

Agenda Item # 7

Meeting Date:

8/31/10

SUBJECT:

Home Energy Report Program Update

PREPARED BY:

Patty Hanson, Manager of Marketing and External Affairs

ITEM DESCRIPTION:

The Home Energy Report program is a two year pilot that sends out personalized energy reports to 25,000 randomly selected residential RPU customers. These reports use behavioral science and direct marketing techniques to engage residential customers and encourage them to reduce their energy consumption. We anticipate capturing 3,800,000 in kWh savings in the first year, and 4,545,900 kWh in the second year through the reports.

This program leverages required CIP spending by directly helping RPU and our customers meet our conservation goals. It also provides a platform for smart grid applications such as familiarizing customers with energy data and preparing customers for the higher granularity and timeliness of smart meters and the opportunities such data brings, such as time-of-use pricing.


The program was launched in late May, and an update was provided during the June board meeting. Staff would like to provide the Board with a current update on the program's energy savings we have received to date.

FOR CAPITAL PURCHASES/BIDS/MAJOR PROJECTS:

Not Applicable

UTILITY BOARD ACTION REQUESTED:

This is an informational item. No action required.


General Manager


Date