

FOR BOARD ACTION

Agenda Item # 7

Meeting Date:

6/29/10

SUBJECT:

Home Energy Report Program Update

PREPARED BY:

Sara Gimberline, Residential Account Representative

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 first round of Home Energy Reports were mailed out to all 25,000 customers this month. RPU customer service and marketing representatives received numerous inquiries from customers about the program, both positive and negative. The reports have created a buzz in our community and for the first time have customers discussing the amount of kilowatt-hours they are using in their homes with their neighbors and friends.

Sara Gimberline will present a brief update on:

- The layout of a Home Energy Report
- Program launch details
- Feedback from customers

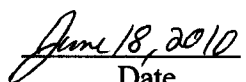
FOR CAPITAL PURCHASES/BIDS/MAJOR PROJECTS:

Not Applicable

UTILITY BOARD ACTION REQUESTED:

This is an informational item. No action required.


General Manager


Date

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