

# Behavior at Scale: PG&E's Continuous Energy Feedback Program (CEFP)



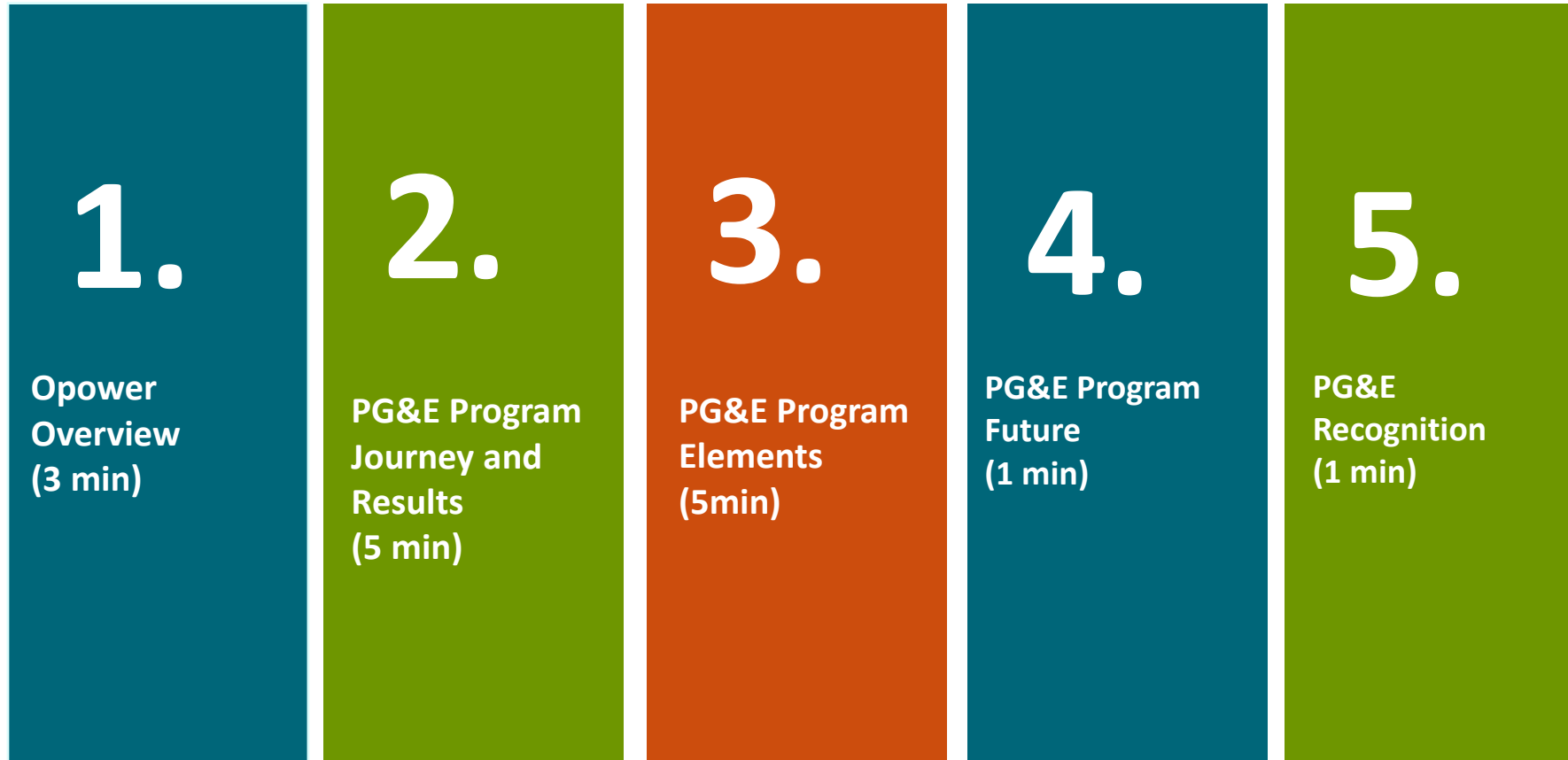
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November 13, 2023

Convened by:

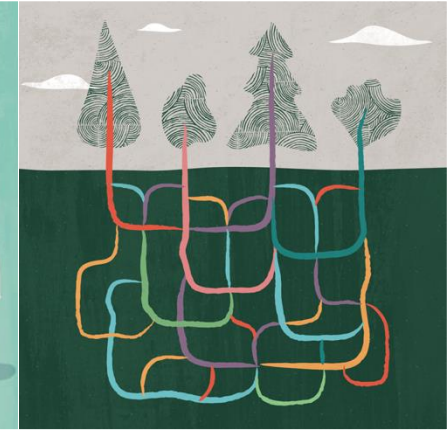


# 1. Opower Overview

Convened by:

# Opower is...

The most powerful and widely deployed utility customer engagement platform in the world



## Demand Flexibility

- Behavioral DR
- Peak Time Rebates
- Rates Engagement
- Behavioral Load Shaping
- EV Load Shifting Services
- Device Control

## Energy Efficiency

- Home Energy Reports
- Non-AMI High Bill Alerts
- AMI High Bill Alerts
- Weekly Energy Updates

## Electrification

- EV and Appliance Disaggregation Analytics
- Heat pump education video services

## Equity + Affordability

- LMI Identification Analytics
- Affordability Alerts
- Affordability Saving Hub

## Digital Engagement

- Digital Self-Service Energy Management
- Business Customer Engagement
- DER Customer Engagement
- AMI Education Reports

## Tech & Services

- Config & CSR Tools
- Opower Analytics Visualization
- Integration Hub
- Opower X

**UtilityCo**  
100 Energy Way, Austin, TX 78768-0100

Home Energy Report: Summer Edition  
May 20, 2021  
Address: 4336601000  
1000 Burnside Blvd, Apt 8  
Austin, TX 78704-0100

**Warmth in the air? Time to prepare!**

Cooling has a big impact on summer energy bills  
**39%** of your total energy cost went toward cooling last summer.

**LAST SUMMER:** Nice work! You used less on cooling than homes in the Efficiency Zone.

**THIS SUMMER:** When you're out for a few hours, turn up your thermostat for easy energy savings.

Try raising settings by **5-8°F** Responsibly. © Department of Energy

Make it easier: Installing a smart thermostat lets you adjust temperature from the convenience of your smartphone. If you're away or regular stress during the week, you can set your thermostat to adjust automatically based on your schedule.

Ready to save more this summer? Turn over for ways to stay cool while you sleep.

**Let's look at a few more trends in your usage**

Usage Trends | Usage Breakdown

Your top energy costs came from cooling, water heating, and electronics.  
JUN 11 - JUL 15  
[SEE MORE DETAIL](#)

Cooling <b>\$38</b>	Water Heating <b>\$31</b>	Electronics <b>\$11</b>
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How do we know your breakdown?

**Your Always-On Use**  
About 15% of your electricity costs came from always-on energy use—the small amount of power appliances and electronics draw simply because they are plugged in. [Learn more](#)

**Your energy use compared to last year**

**What could have caused your net energy use to increase?**  
Your household energy use may have increased. Changes in your solar production may also have contributed.

Top recommendation

**Crisis Assistance Program**  
Emergency assistance

POTENTIAL ASSISTANCE  
**\$500 - \$1,010 per year**

Income-qualified households without heat or at risk of disconnection can receive a one-time bill credit to help pay for winter heating.

ENROLLMENT PERIOD  
**OPEN** Closes Nov 30, 2021

[MORE DETAILS](#)  
[APPLY NOW](#)

**ENERGY STAR Smart Thermostat Rebate**

**How your net energy compares to other homes with solar**

**Net energy** is the difference between the amount of electricity your solar panels produce and the amount of gas and electricity you use. Efficient homes with solar are the 20% of homes in your comparison group with the lowest net energy.

**UtilityCo**  
Account #\*\*\*\*\*7890

Colder weather is on the way!

Heating has a big impact on winter energy bills  
**20%** of your total energy use went toward heating last winter.

\*Includes things like furnaces, boilers, baseboard

How your electric rate plan works

On weekdays, your electricity costs to more from 10am-8pm.

On weekends and holidays, your electricity costs the same all day.

Why does it matter when you use electricity?  
Saving electricity when it's in high demand during peak hours could pay for more and help UtilityCo reduce other expenses to your home. Using smart energy helps keep the environment healthy for you and everyone in your community.

Get a \$50 rebate for a smart thermostat upgrade  
Use a smart thermostat to automate your off-peak savings.

How's this work?  
• Choose an eligible smart thermostat from the recommended models within.  
• Submit your application once you've purchased the thermostat.  
• Pay for the unit with a debit or credit card for your energy savings.  
• Set a temperature schedule so your heater will run less during peak hours.

Learn more at [UtilityCo.com/smartthermostatrebate](#)

We're here to help | 1-800-368-0000 | @utilityco | [UtilityCo.com/energyhelp](#)

**Ways to Save**

Find out when to clean your solar panels

In most cases, you don't have to worry about cleaning your solar panels. Rain (even if infrequent) takes care of the cleaning. If you've noticed bird droppings, it may be worthwhile to hire a professional.

[SEE MORE WAYS TO SAVE](#)

Sarah, keep your bills affordable and stay cozy this winter

Winter bills can be higher than you expect  
**\$176** was your highest bill last winter

**You used 12% more gas than your neighbors.**

**You can stay comfortable this summer, while using less electricity than you normally do**

Set your home's temperature the easy way, with a smart thermostat.

A smart thermostat can reduce your electricity use by up to 7%. You can create schedules and adjust the temperature from your smart phone. Some models even adapt to your comfort preferences and adjust themselves, to save you even more.

**20%** on cooling  
**20%** on heating

Percent of total energy use from Jan 1, 2019 - Dec 31, 2019.

[LEARN MORE](#)

Savings shown are estimates; actual results may vary based on home attributes, usage, and other factors.

**UtilityCo**  
Jane Johnson  
Acct \*\*\*\*\*2234

The next two days are peak days

Please join your community in reducing natural gas use from **Tuesday, November 27 - Wednesday, November 28, 2021.**

**Your natural gas use**

You used less than efficient homes on the last peak days

You: 23 mcf

Heating was your highest energy use this period

**43%** of your total energy use

Your other energy uses

Water heating	24%
Laundry	18%
Dishwasher	11%
Oven	6%

All the other energy uses, including electronics and lighting, made up the remaining 8%.

Here are some programs that are here to help you:

**Budget Billing Programs**  
Budget Billing is a free service that averages your yearly bill amount into equal monthly payments—so you know exactly what to expect each month.

**Free Home Energy Audit**  
Your home could be full of hidden savings—a Home Energy Audit will find them for you. One of our energy experts will lay out a personalized saving plan for your home, plus install free efficient products on the spot.

**Help paying your energy bills**  
When you're going through a hardship, your energy bill should be the last thing on your mind. Receive a credit of up to \$400 to cover your energy bill when you need it most.

**Home Energy Reports**  
Track your energy use over time and compared to similar homes to understand if your use is normal, notice trends in how you use energy and make empowered decisions to save!

Top energy costs \$123 of \$119

Heating <b>\$77</b>	Water Heating <b>\$33</b>	Electronics <b>\$13</b>
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Tips for reducing energy use

**Improve your home's insulation**  
Improving the insulation in your home can be the single most effective action you can take to save energy. Improvements to insulation can help you stay warmer in the winter and cooler in the summer while reducing your energy costs by 15%.

Save up to \$100 per year

More energy costs (\$)  
**\$36** of \$159

Most Recent Bill | Upcoming Bill

Here's how your upcoming bill

Upcoming Bill

Based on your usage so far, your bill is about **\$143** before taxes and fees—at **less** than the same period last year.

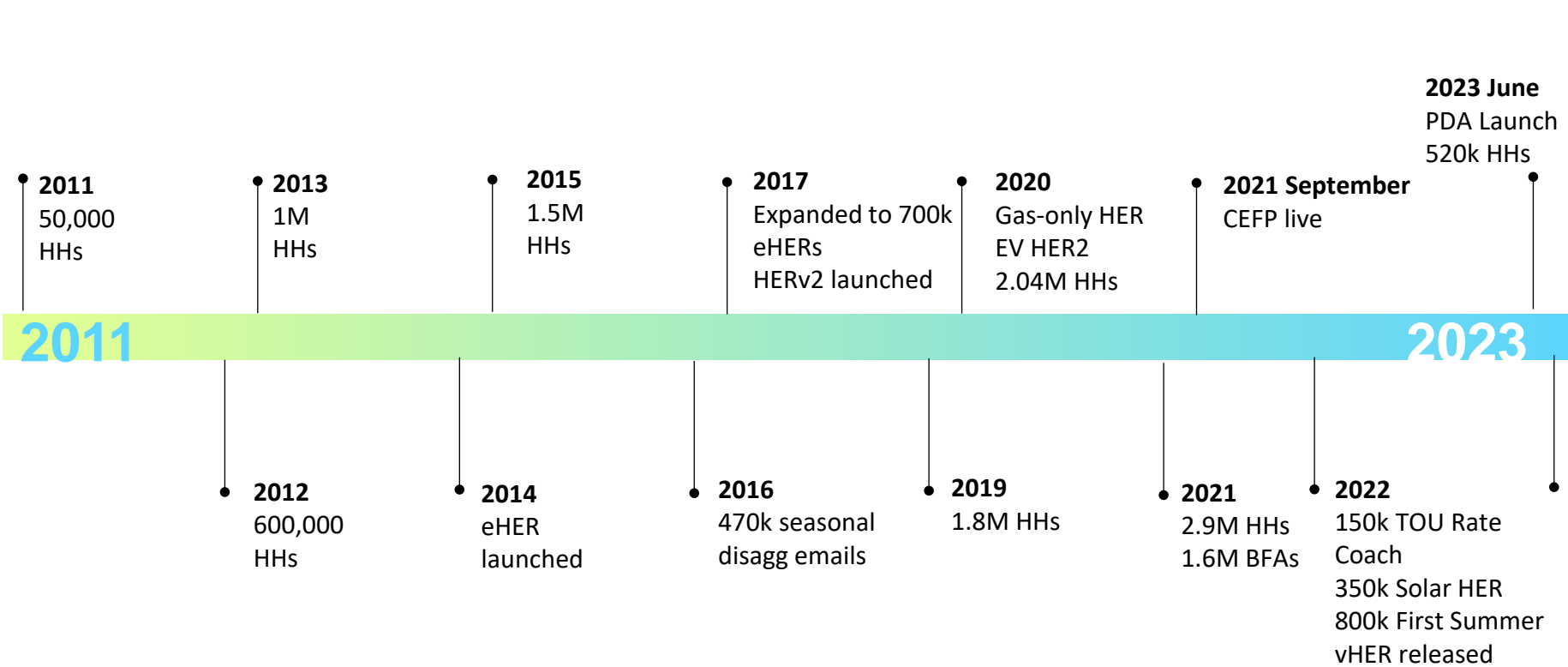
Want to reduce your energy use

Clean or replace air filter  
Heating and cooling costs 30% of total home energy conditions or more air or replacing your filters, you energy use by up to 15%.

# 3. Program Journey and Results

Convened by:

# Lifetime Program Results




**1,614**  
GWh



**58M**  
Therms



**89M**  
Print



**88M**  
Email



**\$588M**  
Bill Savings



**>700k**  
Metric Tons CO<sub>2</sub>  
Avoided

**Numbers in bold above are through June 2023.**

# 2. Program Elements

Convened by:



# Current Opower outbound program covers 55%\* of PG&E residential customers\*\*

3.05M



## Home Energy Reports

- Paper, Email
- Gas-only, elec-only, Dual-fuel HERs
- Solar HERs (410k)
- EV HERs (42k)
- Video HER (750k)

2.2M

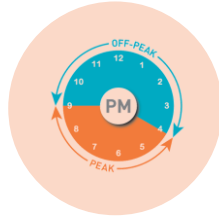


## Bill Forecast Alerts

- Email, SMS, IVR
- Opt-in available

Launched in May 2023: + 620k

300k



## TOU Rate Coach

- Email
- Weekly peak usage insights
- For TOU customers only

1.1M



## Weekly HERs

- Email
- Weekly energy usage insights

Launched in April 2023: +1.045M

1M



## Winter Email Campaign

- Email
- Winter disagg insights
- HEC completion booster

520k



## Peak Day Alerts

- Email
- HER customers
- Event-based comms

Launched in June 2023

>1M



## Home Energy Checkup

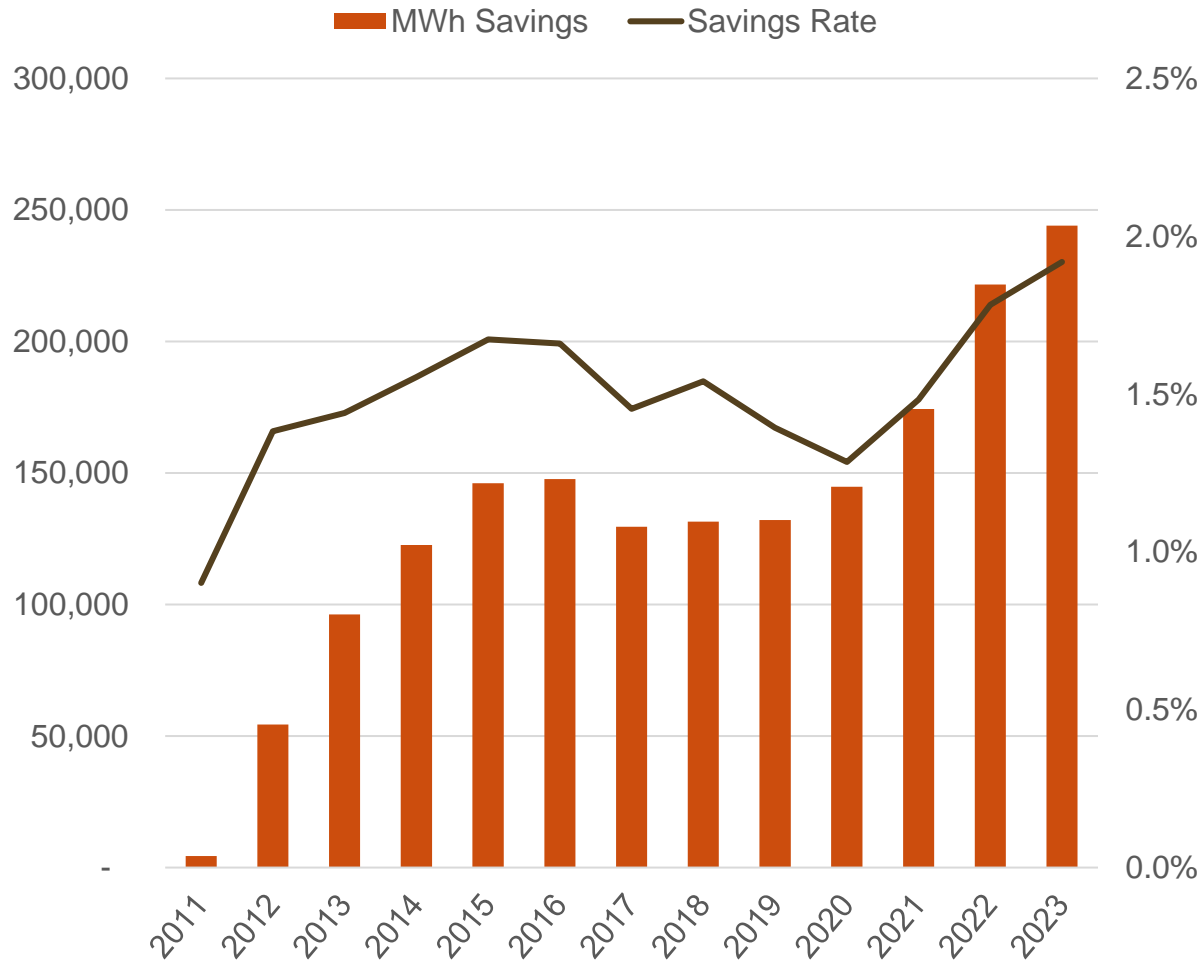
- Email / Web
- >1M unique completions
- Available to all customers

\* 55% excluding HER control customers

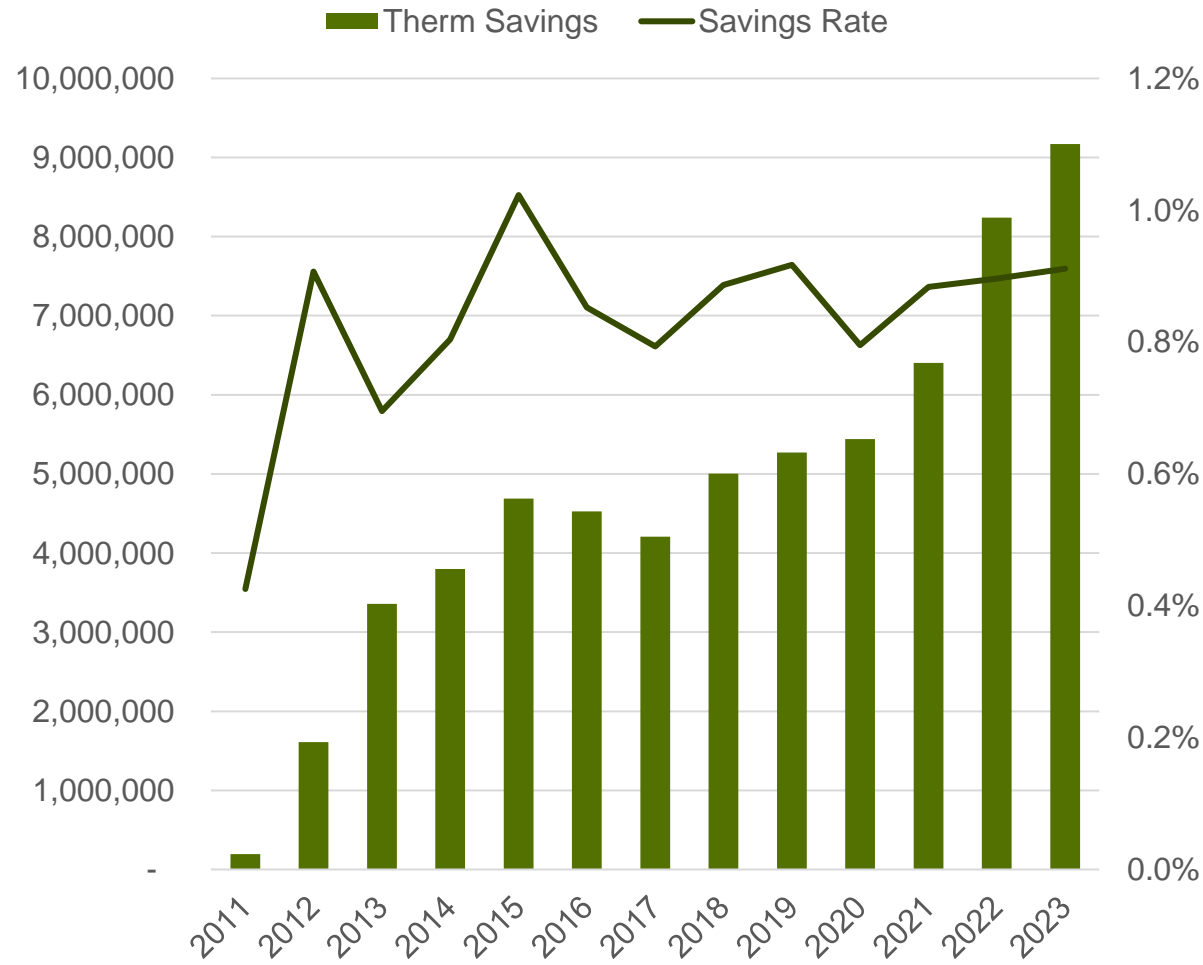
\*\* These customers receive **at least** one outbound communications above currently

# PG&E Annual Savings

## Electric Savings



## Gas Savings



# 4. The Future

Convened by:

# On the Horizon – BER / TOU move to the top



**750k**



**Winter vHER**

- Additional vHER to compliment Summer vHER

**Launching Winter '24**



**35k**



**Business Energy Reports Pilot**

- Ag, Retail, and Food and Accommodation customers
- Weekly Emails

**Launched in September '23**



**900k**



**TOU HER**

- Increase time-of-use awareness
- Bi-annual reports during seasonal transition period

**Launched in September '23**

# 6. Recognition

Convened by:

**Stanford** | Environmental and Energy  
Policy Analysis Center

**ciee**  
California Institute  
for Energy and Environment

**CITRIS**  
of BANATAO  
& INSTITUTE

**ACEEE**

**#BECC2023**

# Pause for Recognition



**2023 Oracle Environmental Award Winner**



**2023 PG&E Clarke Award Winner**

# Thank you

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