Beyond Weatherization: How Innovative Program Strategies Can Enhance Core Low-Income Programs
Speakers

Serj Berelson, Regulatory Affairs Senior Analyst
Opower

Erin Sherman, Behavioral Marketing Analyst
Opower

Heather Roth, Product Marketing Manager
Opower
Low-income households face many challenges

- Older, less efficient homes
- 4.6x energy burden
- Extreme weather
- Difficult economic conditions
Weatherization programs can provide much-needed relief

» Since 1976, the Federal WAP has weatherized 7 million homes

» 1 million of those homes were weatherized between 2009-2012 with help from the American Recovery and Reinvestment Act

Investment in Weatherization is Highly Cost-Effective

<table>
<thead>
<tr>
<th>Money Invested</th>
<th>$1.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Societal Benefits</td>
<td>$0.71</td>
</tr>
<tr>
<td>Reduced Energy Bills</td>
<td>$1.80</td>
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</tbody>
</table>

- $1.00 - Reduced Energy Bills
- $0.71 - Societal Benefits
- $1.80 - Return

Money Invested

Return

Societal Benefits

Reduced Energy Bills
…But they still have a long way to go

In 2014, 39.5 million households were income-eligible for weatherization under WAP guidelines.
Awareness and participation haven’t reached their full potential

Weatherization Sign Up Process
Program administrators should employ technology-driven engagement to help bridge the gap.
Increase awareness to drive participation

Low-Income Customers are Eager to Participate in Programs Once Aware

- 43% of Low-income customers aware of NV Energy EE programs
- 54% of Non-Low-Income customers aware

- 25% of Low-income customers participated in past years
- 15% of Non-Low-Income customers participated in past years
Test creative approaches, and find the right one to engage each segment.
After weatherization, keep educating

- Help customers understand how weatherization affects their energy profile
- Habituate cost-effective purchases and actions
- Unlock the full value of weatherization programs
Technology-driven programs: Experience from the field
Low-income Home Energy Reports

Normative messaging and usage analysis

Behavioral science and goal setting

Education on local support

Low income program promotion

Low-cost, high-impact targeted tips

Significant product investments for low income reports

Tip customization
Revamped entire energy efficiency tip library to highlight low cost / no cost tips and designate them as 'low-income' tips

‘Automated Tip Targeting’
Created infrastructure that prioritizes tips based on customer-level information

Customer testimonials
Ask low-income households how they’ve saved energy and play back that advice on the next set of reports

Promotion design
Design promotion modules for other EE programs and non-EE low income resources (e.g. Financial Literacy)

Multilingual
Invested in multi-lingual reports with Spanish to be delivered in Q1 2014
Technology-driven programs help low-income households save energy

Low-income and non-low-income populations save at similar levels

- Low income customers delivered almost **identical savings** across 4 Opower programs
- Low-income were **equally likely** to consume more, less, and the same as non-low-income
Once engaged, low income households save and participate at high rates

Low-Income Households are Highly Likely to Take Efficiency Actions Due to Behavioral Communications

Of customers that received home energy reports, a higher rate of low income households participated in each type of efficiency action than non-low-income (Navigant 2012)
Technology-driven outreach keeps low-income households informed

High-usage Alerts
Give low-income households control over their monthly bill

Multi-Lingual Outreach
Reach low-income households in their language of preference
Partnering with industry experts to increase engagement and savings

Home Energy Kits
Help low income households generate additional EE savings

Community Engagement
Gaining traction in low income communities
Thank you!

Serj Berelson
Senior Analyst, Regulatory Affairs
serj.berelson@opower.com

Erin Sherman
Behavioral Marketing Analyst
erin.sherman@opower.com

Heather Roth
Product Marketing Manager
heather.roth@opower.com