

# E-mail Based Energy Efficiency Program

<b>1. Projected Program Budget</b>	\$	<b>600,000</b>
<b>2. Projected Program Impacts</b>		
MWh		n/a
MW (Summer Peak)		n/a
<b>3. Program Cost Effectiveness</b>		
TRC		n/a
PAC		n/a

## 4. Program Descriptors

Market Sector:	Residential
Program Classification:	Statewide
Program Status:	New

## 5. Program Statement

A personalized email/Web based information program, designed to subscribe a large segment of residential customers to an ongoing dialog of energy use feedback and direction to programs and resources.

## 6. Program Rationale

This program establishes a “web community,” which can in time target at least 30% (1,000,000) of SCE’s residential customers as subscribers, and can anticipate energy and demand savings of 2-5% as compared with a matched set of non-subscribers, *as a result of the email subscription alone*. These expectations are consistent with many indicators of customer interest and the energy impact of these email/Web technologies in related similar projects; but the focus and scale envisioned here, including all necessary program management, marketing, content and software, and evaluation services, has not yet been deployed to achieve this level of result.

## 7. Program Outcomes

This program will subscribe over 250,000 of SCE’s 3.6 million residential customers over 2 years to a monthly personalized email newsletter with customer-specific content and calculations, and with personalized hotlinks to customer and program-specific interactive Web content and tools, for the dual purposes of:

- increasing the participation in SCE’s efficiency and demand response programs, and
- producing significant, highly cost-effective and measurable energy and demand savings attributable to this program.

## 8. Program Strategy

Nexus’ proposed program will provide subscribed customers with personalized email communications based on customer profiles and modeled energy use; which link to advanced analytical tools to be deployed through the addition of supplemental Web-

based applications. The proposed program delivers monthly, ongoing electronic and traditional mail support to present customized bill analysis, encourage customer interaction and program participation, and improve customer's energy management practices. The content will include linkages to all SCE efficiency Web program descriptions and enrollments based on customer characteristics, as well as energy bill analysis software shown to attract customers more broadly than efficiency information alone. The proposed program will proactively bring information and analytics to SCE's residential energy consumers to empower them to make informed choices in regards to how they use energy and can save money. In addition, these Web technologies can also bring the information and analytics to the SCE contact representatives to help them subscribe customers in the program.

## **9. Program Objectives**

1. Conduct an impact evaluation at the end of 2007 to establish, to reasonable levels of statistical significance, an unbiased estimate of annual energy savings per subscriber, based on a bill analysis of use over time compared with a control group of similar customers who are not subscribers.
2. The goal is 3% or higher energy savings attributable to the subscription. This savings goal is conservative and consistent with other measurements of the impact of bill feedback.
3. Measure the rates of acceptance of other SCE programs in the subscriber population as compared with the control group.

## **10. Program Implementation**

### **Task 1 Re-assess Implementation Timeline**

- Meet with client to discuss Program objectives, Program metrics, Project Plan, Staffing Plan, Marketing Plan
- Review Web strategy and data integration
- Review "E-gram" layout, content, timeline for delivery and gather specifications
- Plans reviewed and approved

### **Task 2 Assemble and Submit SCE Approved Purchase Order Kit**

Not Applicable

### **Task 3 Build Tracking System**

- Confirm requirements
- Complete design
- Code the system
- Perform testing
- Implement tracking system

### **Task 4 Develop Marketing Materials and Obtain Approval from SCE**

- Draft sample marketing materials
- Revise materials
- Repeat for each campaign and customer communication treatment

#### **Task 5 Implement Marketing Campaign**

- Design subscription based email approach.
- Implement e-grams.

#### **Task 6 Enroll Customers**

- Identify all customer touch points
- Develop plans to register customers for the program at as many avenues as possible
- Implement plan to install applications and build interfaces at each enrollment avenue.

#### **Task 7 Install Energy Efficient Hardware, Issue Customer Rebates, and/or Perform Program Services**

Not applicable

#### **Task 8 Inspect Installed Jobs**

Not applicable

#### **Task 9 Remedy Installation Issues**

Not applicable

#### **Task 10 Perform Customer Satisfaction Surveys**

- Define survey requirements
- Create survey
- Implement survey
- Gather survey data
- Analyze and report results

#### **Task 11 Address Customer Satisfaction Issues**

- Make modifications to program based upon customer feedback in Task 10

#### **Task 12 Invoice SCE for Completed Jobs**

- Nexus will invoice with all supporting document on a monthly basis

#### **Task 13 Perform Program Reporting**

- Tracking reports

#### **Task 14**

##### **Program Ramp Down**

- Send notices to program participants that the end of the program is near and that they must complete the implementation of any remaining energy savings measures. Notification to program participants include web messages, E-grams

- and newspaper articles.
- Complete campaign analysis. Review all e-gram reports to identify trends.

#### **Task 15 *Shut Down***

- Remove web applications from SCE's site.
- E-gram infrastructure removed
- All data collected and delivered to SCE
- Final accounting for the program prepared.

#### **Task 16 Respond to Miscellaneous Utility/CPUC Data Requests**

#### **Task 17 Follow Up with Remaining and New Customer Issues**

We expect that customers will not require support after 12/31/2007, as the web site and “E-gram”s will have ended.

#### **Task 18 Final report**

- Load analysis completed
- Initial draft
- Second draft:
- Final report

### **11. Customer Description**

SCE’s entire 3.6 million residential customers.

### **12. Customer Interface**

The primary customer interface will be through email and web-sites.

### **13. Energy Measures and Program Activities**

#### **13.1. Measures Information**

Non-Resource

#### **13.2.1 Energy Savings and Demand Reduction Level Data**

Non-Resource

#### **13.3. Non-energy Activities (Audits, Trainings, etc.)**

Once subscribed to the Web Community, customers will receive an email “bill supplement” (ENERGYgram®) each month, with links to personalized information on the Web including:

- End-use costs (i.e.; lighting, A/C, hot water, heat, etc.) for the month and critical peak period if applicable.
- Benchmarks providing scorecard of the prior months bill in relation to norms.
- Explanation of causal factors of bill increases
- Personalized options for bill savings

- Other one-to-one campaign messages targeted only to relevant customers, with customer-specific costs and benefits where appropriate, and identification of other relevant services offered by SCE.

#### **13.4. Subcontractor Activities**

Courier Graphics will produce printed materials.

#### **13.5. Quality Assurance and Evaluation Activities**

See Tasks 8, 9, 10 and 11 above.

#### **13.6. Marketing Activities**

Nexus will manage the marketing process to enroll subscribers, which will continue on an ongoing basis during the life of the project. Subscribers will be asked to opt-in for future emails. Whenever possible, we would ask customers to provide a profile at the time of initial interest in subscribing. Where that is not practical, we will follow up with an email that directs them a web page where they can provide their profile, which will complete the registration process. If requested, we can provide customers without Web access with a mail or phone based alternative. Subscribers will initially receive an email providing them with a list of programs for which they are eligible, and hotlink access to a Website with additional content and tools including bill analysis.