



# Beyond Weatherization:

How Innovative Program Strategies Can Enhance Core Low-Income Programs

# Speakers



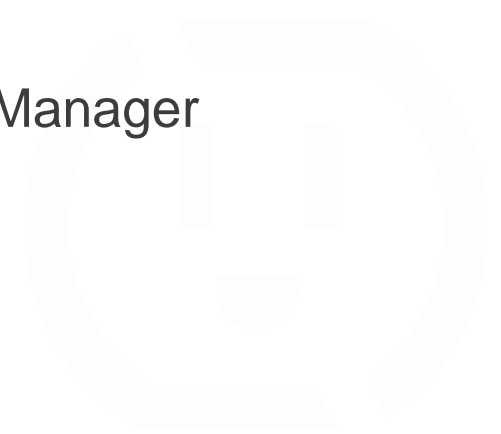
Serj Berelson, Regulatory Affairs Senior Analyst  
**Opower**



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

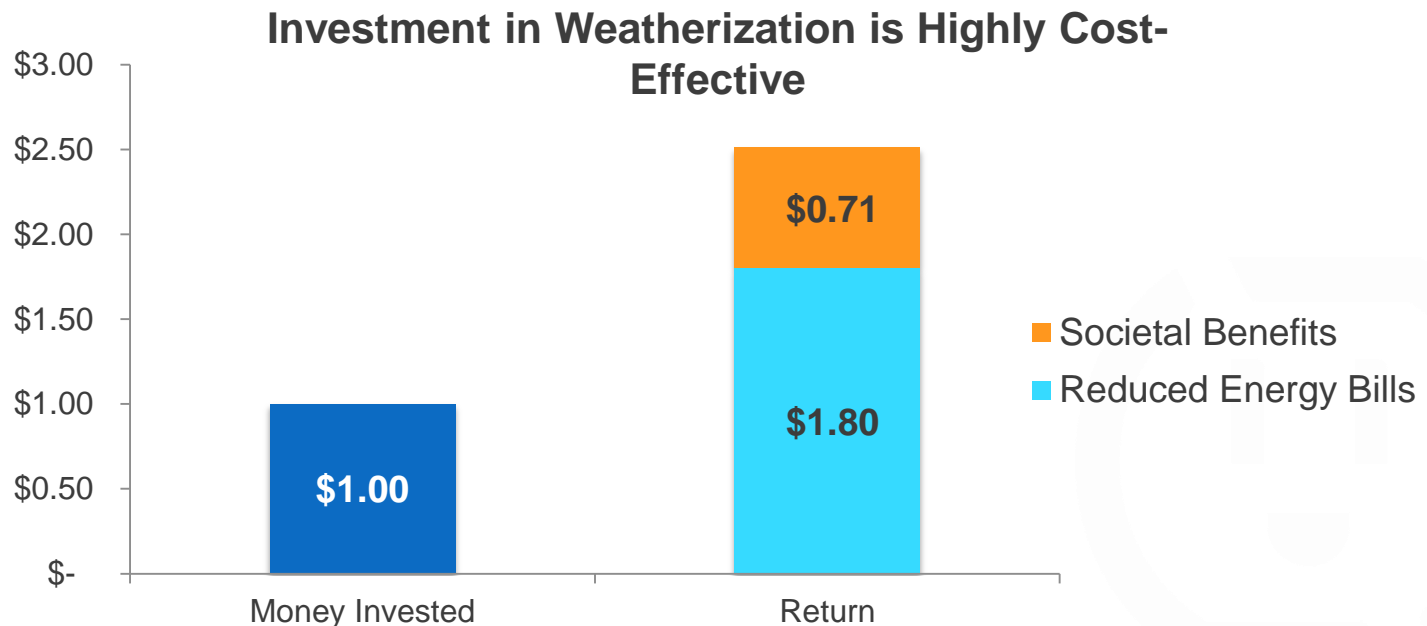


Difficult economic conditions



# Weatherization programs can provide much-needed relief

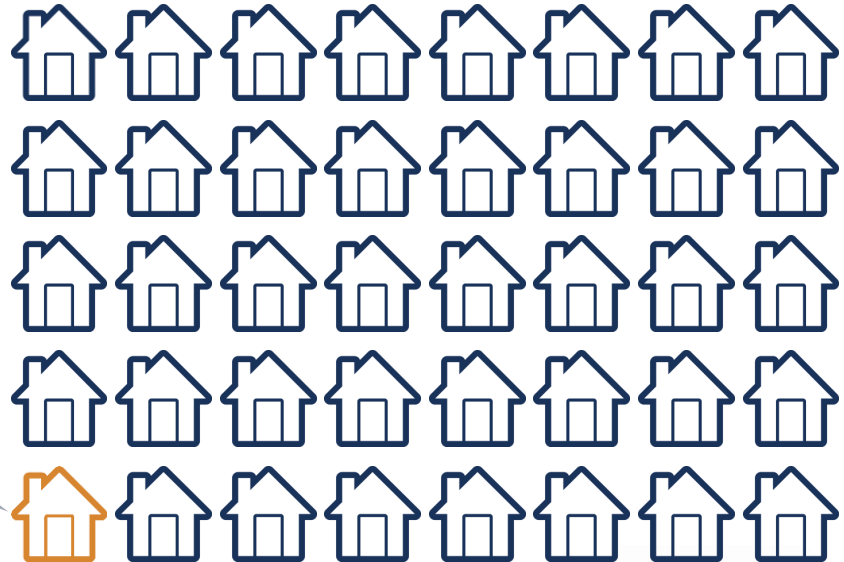
- » Since 1976, the Federal WAP has weatherized 7 million homes
- » 1 million of those homes were weatherized between 2009-2012 with help from the American Recovery and Reinvestment Act



# ...But they still have a long way to go



1 million homes  
weatherized



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

**UtilityCo**

**Home Energy Report**  
 Account number:  
 Report period: 08/01/10 - 10/02/10

We are pleased to provide this personalized report to you as part of a pilot program. The purpose of this report is to:

- Provide information
- Track your progress
- Share energy efficiency tips

This information and much more available at [ActOnEnergy.com/energyreports](http://ActOnEnergy.com/energyreports)

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**Last 2 Months Neighbor Comparison** | You used **17% MORE** energy than your efficient neighbors.

**How you're doing:**  
 Great 😊  
**GOOD** 😊  
 More than average

\* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

**Who are your Neighbors?**

- **All Neighbors:** Approximately 100 occupied nearby homes that are similar in size to yours (avg 1,097 sq ft) and have gas heat.
- **Efficient Neighbors:** The most efficient 20 percent from the "All Neighbors" group.

**With Peoria Citizens Committee for Economic Opportunity** you may qualify for free, energy-saving improvements to your home.

The EnergyTeam may provide for free:

- Attic insulation
- Door weather-stripping and caulking
- Low-flow showerheads
- Water heater blankets
- Energy-efficient lighting

There's no cost to you and no catch! All you need is to be qualified based on the number of people in your home and your yearly household income.

Call now to sign up: (309) 673-1508

**With Peoria Citizens Committee for Economic Opportunity's Weatherization Program** you may qualify for free, energy-saving improvements to your home. **FREE**

The EnergyTeam may provide for free:

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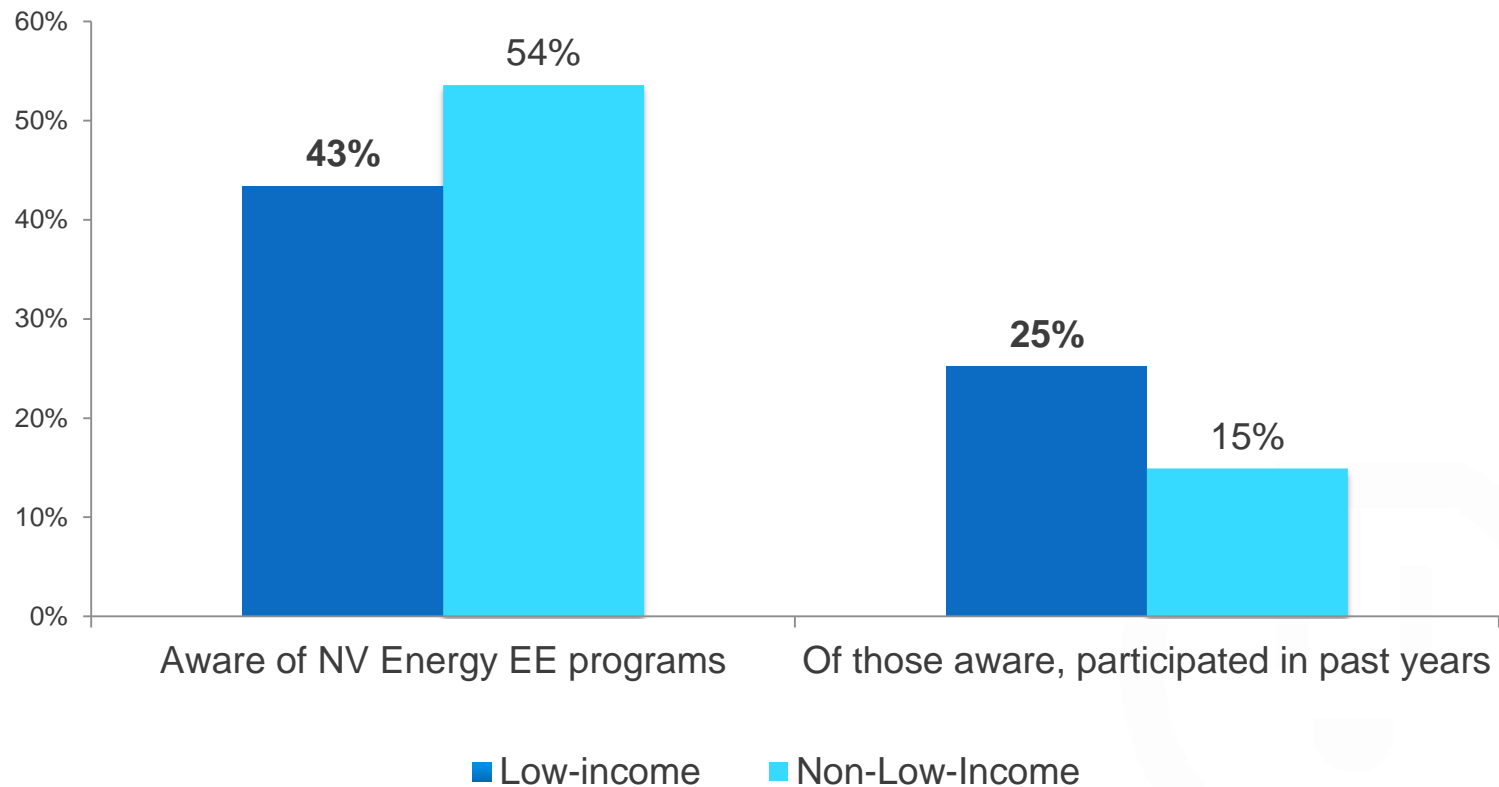
**POCEO INCOME GUIDELINES:**

Number Of Persons In Household	Maximum Yearly Gross Household Income
1 to 2	\$ 30,500
3	\$ 35,800
4	\$ 43,200
For each additional household member add:	\$ 7,400

**Call now to sign up: (309) 673-1508**  
[www.pocceo.org/weatherization](http://www.pocceo.org/weatherization)

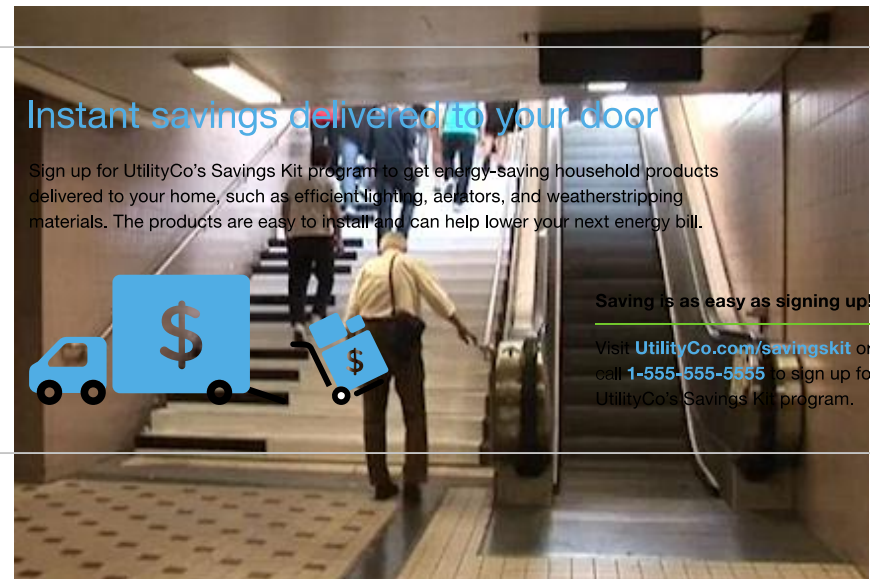
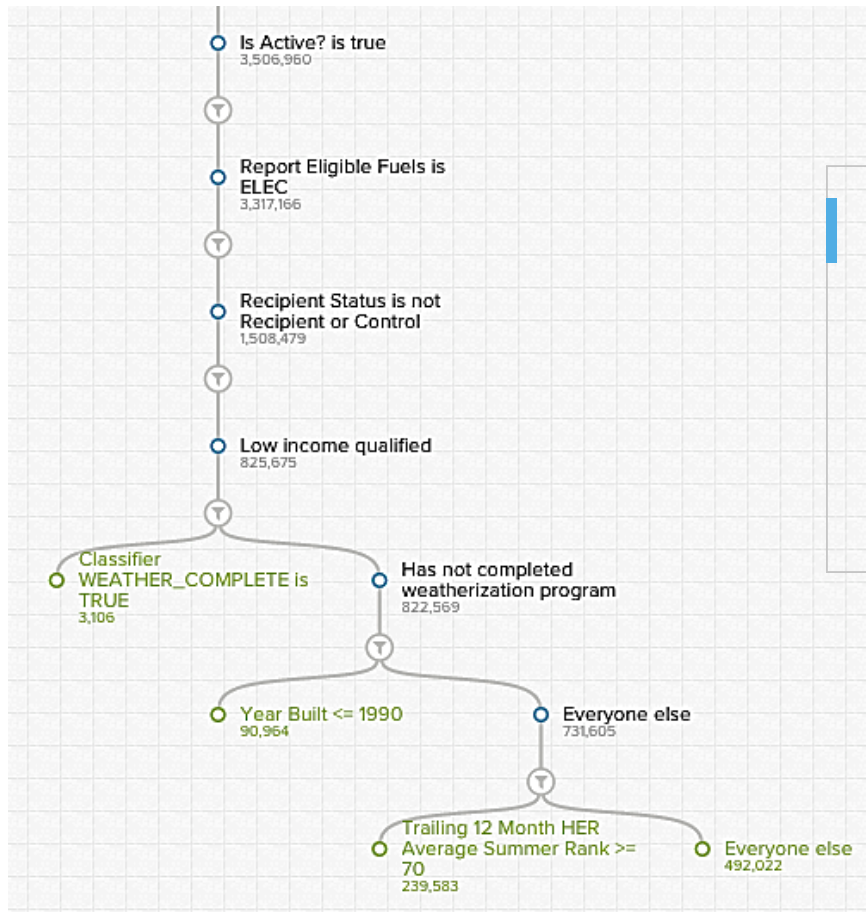
# Increase awareness to drive participation

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





# 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

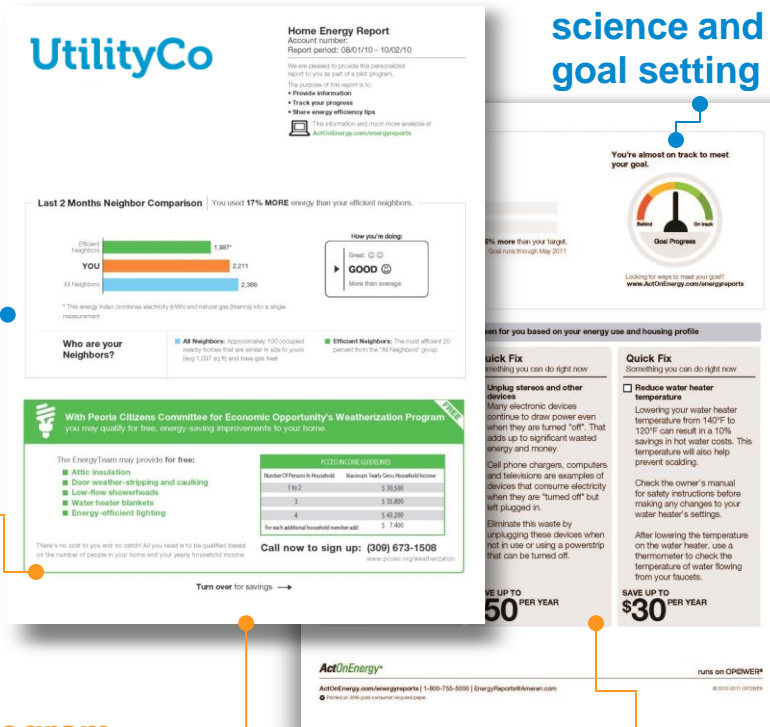


Unlock the full value of weatherization programs

# 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 use and housing profile

Customer testimonials

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

Promotion design

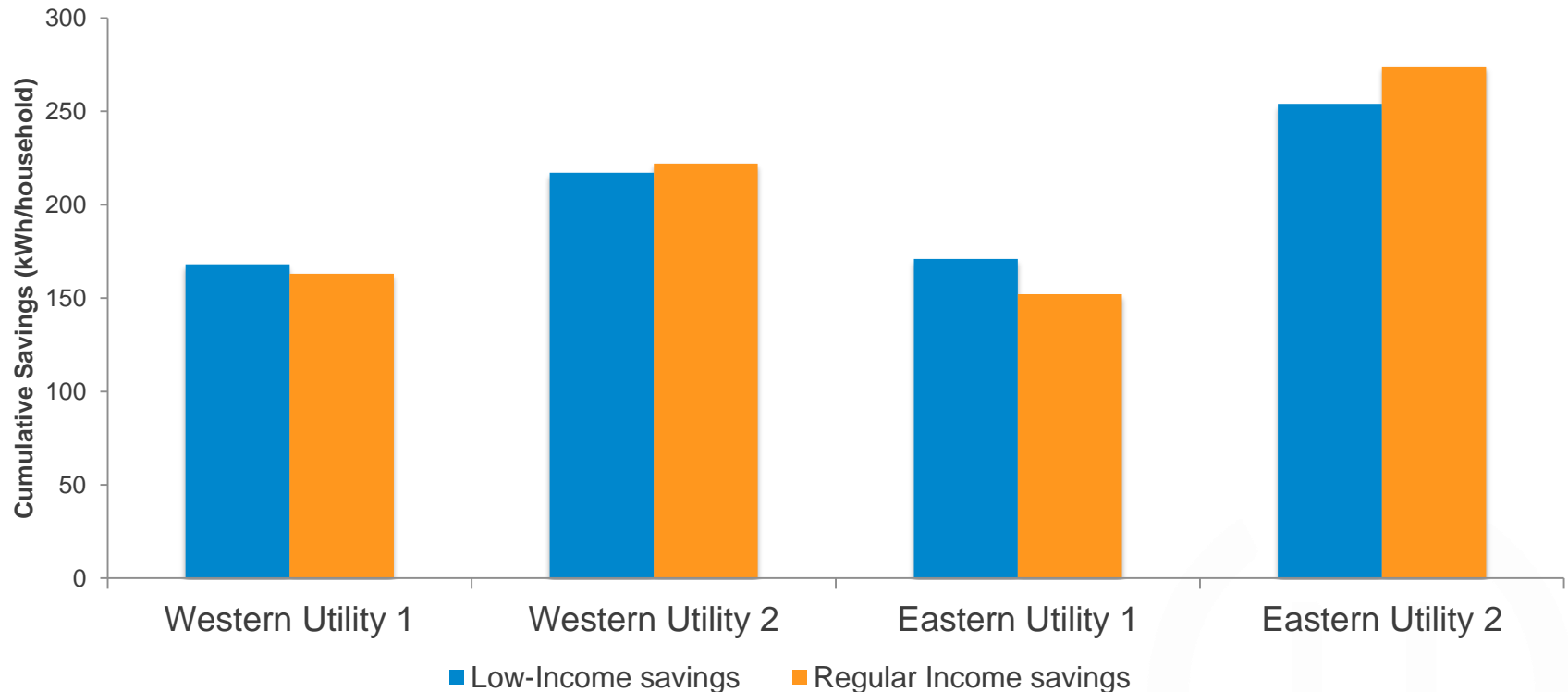
Design promotion modules for other EE programs and non-EE low income resources (e.g. Financial Literacy)

Multilingual

Invested in multi-lingual reports with Spanish to be delivered in Q1 2014

# Technology-driven programs help low-income households save energy

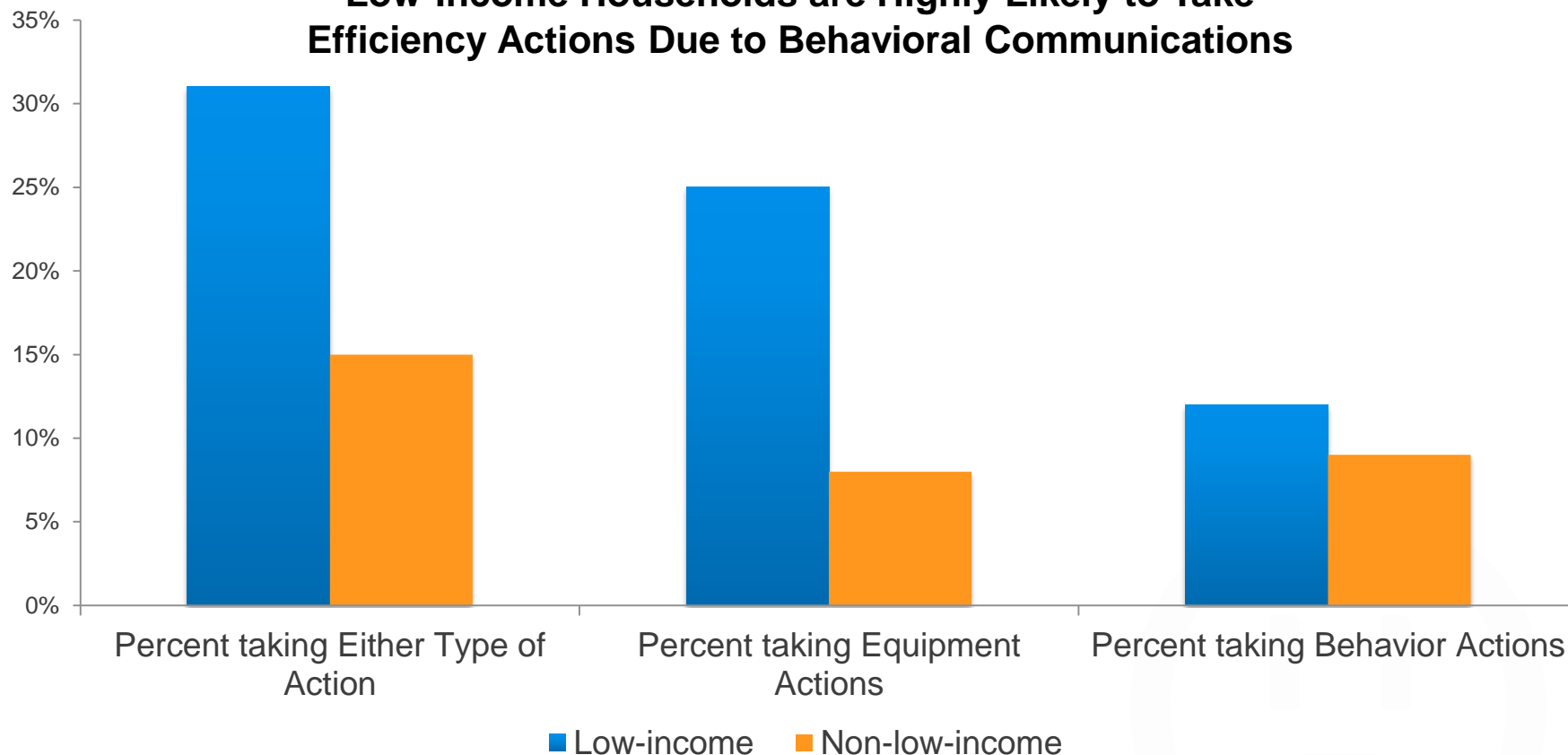
Low-income and non-low-income populations save at similar levels



- » 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**



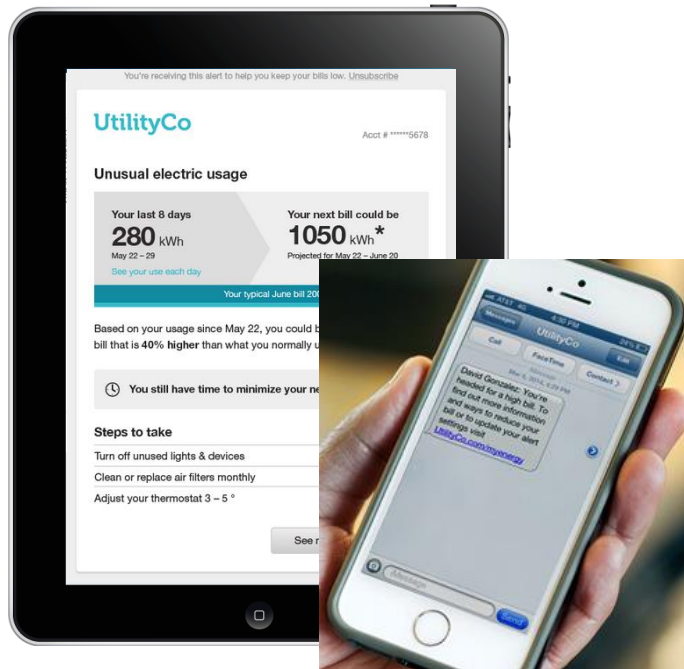
- » Of customers that received home energy reports, **a higher rate of low income households participated in each type of efficiency action than non-low-income**

(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

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## Community Engagement

Gaining traction in low income communities

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# Thank you!

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