

# Supercharging Utility & Energy Report Programs with Community Outreach



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# Innovation in RI Energy Efficiency

- ❖ Expanding on traditional Home Energy Reports
- ❖ Completely statewide – **425,000** Rhode Island households
- ❖ Supercharged with grassroots campaign and community mobilization
- ❖ Customer engagement and increased cross-promotion
- ❖ Setting the stage for the future



❖ RI leading with several firsts:

- ❖ Statewide
- ❖ New Movers
- ❖ Rewards

❖ ~\$10 million in customer bill savings

❖ 54,000 MWH in savings

❖ Engaging social web portal

❖ Sparking the conversation about energy use in the home!

**nationalgrid**  
HERE WITH YOU HERE FOR YOU  
National Grid RI Home Energy Reports  
40 Washington St., Suite 2000  
Westerborough, MA 01581-1088

**Home Energy Report**  
Account number: 1435552007  
Report period: 12/08/12-03/08/13

We are pleased to provide this personalized report to help you save energy.

The purpose of the report is to:

- Provide information
- Help you track your progress
- Share energy efficiency tips

This information and more is available at [www.nationalgridus.com/RIEnergyReports](http://www.nationalgridus.com/RIEnergyReports)

ALEXANDER & DANIEL RILEY (98#5%^&\*~][[V":;7/>><\_+~)

**Last 3 Months Neighbor Comparison** | You used **43% MORE** electricity than your efficient neighbors.

Category	Usage (kWh)
Efficient Neighbors	1,851
<b>YOU</b>	<b>2,359</b>
All Neighbors	2,905

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

\* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

**Who are your Neighbors?**

- **All Neighbors:** Approximately 100 occupied, hearty homes that are similar in size to yours (avg 2,083 sq ft)
- **Efficient Neighbors:** The most efficient 20 percent from the "All Neighbors" group

**Congratulations!**

You've been **specially selected** to be a part of our new National Grid Rewards program. Earn points for every kWh you save and get rewarded.

**Earn 150 bonus points just for signing up. Visit [nationalgridus.com/rewards](http://nationalgridus.com/rewards)**

Turn over for savings →



# Rhode Island Energy Challenge: Find Your Four!

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- ❖ Taking energy efficiency to Rhode Islanders!
- ❖ Engaging towns, cities, businesses, non-profits, and churches
- ❖ Integration with existing program marketing
- ❖ Already an uptick in 2013 participation!





# Rhode Island Energy Challenge: Find Your Four! Partner Outreach

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- ❖ Community leaders show tremendous support for the program!




- Home Energy Report Program and Rhode Island Energy Challenge continue in 2014
- Add more towns, cities, businesses, and non-profits
- Leverage as platform for more comprehensive customer engagement
- Integrate with planned marketing campaigns and strategies
- Small business behavior pilot

## **Overall:**

1. Community engagement and Home Energy Reporting are mutually reinforcing
2. Engage people through multiple channels
3. Everyone pays attention to how they compare to others

## **RI Energy Challenge:**

1. Tap into existing networks and communication channels
  2. Identify champions and give them ownership
  3. One size doesn't fit all. Work with community partners to make sure the design works for them
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Thank You!

Questions?