



Who's Participating and Not Participating in My Programs Anyways?

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Today's Discussion:

Fort Collins focused the question from "who's participating" to:

- 1. Are there demographic segments that are disproportionately represented in our residential programs?**
- 2. Are we paying rebates to recently constructed homes or older homes?**
- 3. Are we disproportionately supporting upgrade incentives amongst low, medium or high energy use customers?**

Fort Collins

■ Fort Collins Utilities

- 60,000 residential customers
- Residential programs being offered
 - Audits
 - Rebates/contractors for upgrades
 - Appliance rebates/recycling
 - Other: retail lighting, home energy reports, load management, solar, water
- Participation annually
 - 600 audits, 300 home improvements, 1500 appliances
- Full suite of business programs



Fort Collins

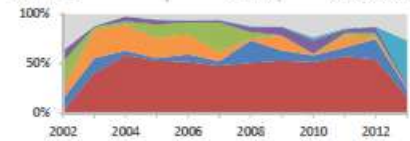
Resource Conservation Services and Incentives

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- Tracking and reporting
 - Lot's of data
 - Historically lacking insight

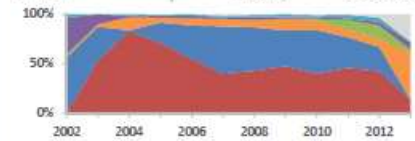
Segment Summary

	Participation	Incentive Paid
Residential (detached)	23,551 (84%)	1,058,292 (13%)
Office	523 (02%)	1,743,928 (21%)
Education	100 (00%)	1,207,226 (15%)
Manufacturing	81 (00%)	1,193,902 (14%)
Mercantile	339 (01%)	862,291 (10%)
Services	2,306 (08%)	265,847 (03%)
Residential (attached)	186 (01%)	434,391 (05%)
Health Care	229 (01%)	347,565 (04%)
Public Assembly	124 (00%)	265,399 (03%)
Food Sales	86 (00%)	242,318 (03%)



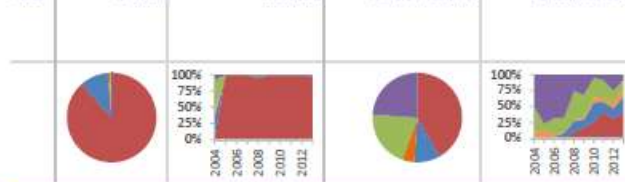
Referral Source Summary

	Participation	Incentive Paid
Retailer / Vendor	9,360 (63%)	431,121 (15%)
Audit / Assessment	580 (04%)	1,691,850 (59%)
Bill Insert	1,980 (13%)	528,865 (18%)
Contractor / Consultant	498 (03%)	99,548 (03%)
City Representative	727 (05%)	13,830 (00%)
Utilities' Website	613 (04%)	22,075 (01%)
Email	303 (02%)	56,073 (02%)
Television Ad.	403 (03%)	17,157 (01%)
Radio Ad	68 (00%)	6,622 (00%)
Print Ad	63 (00%)	3,856 (00%)



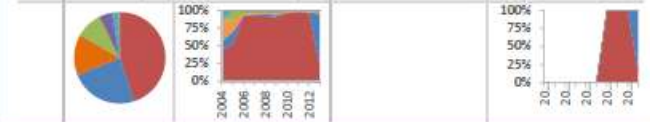
Electric Rate Summary

	All Accounts	Participation	All Accounts Revenue	Incentive Paid
E100	59,406 (88%)	541,494 (99%)	\$45,122,470 (42%)	\$2,031,280 (22%)
E200	6,837 (10%)	3,508 (01%)	\$10,157,568 (09%)	\$1,515,862 (17%)
E250	459 (01%)	540 (00%)	\$4,597,699 (04%)	\$545,239 (06%)
E300	491 (01%)	674 (00%)	\$22,325,929 (21%)	\$2,457,238 (27%)
E400	15 (00%)	260 (00%)	\$25,778,489 (24%)	\$2,498,109 (28%)



Water Rate Summary

	All Accounts	Participation	All Accounts Revenue	Incentive Paid
WRR0	12,568 (45%)	10,462 (78%)	N/A	\$676,467 (76%)
WRR1	6,743 (24%)	2,586 (19%)	N/A	\$209,327 (24%)
WRR2	4,009 (14%)	155 (01%)	N/A	\$130 (00%)
WRR3	2,636 (09%)	145 (01%)	N/A	\$282 (00%)
WRR4	1,270 (05%)	61 (00%)	N/A	\$100 (00%)
WRR5	632 (02%)	44 (00%)	N/A	\$555 (00%)
WRR6	59 (00%)	5 (00%)	N/A	N/A
WRR7	83 (00%)	1 (00%)	N/A	N/A



Summary (Paid/Performed)

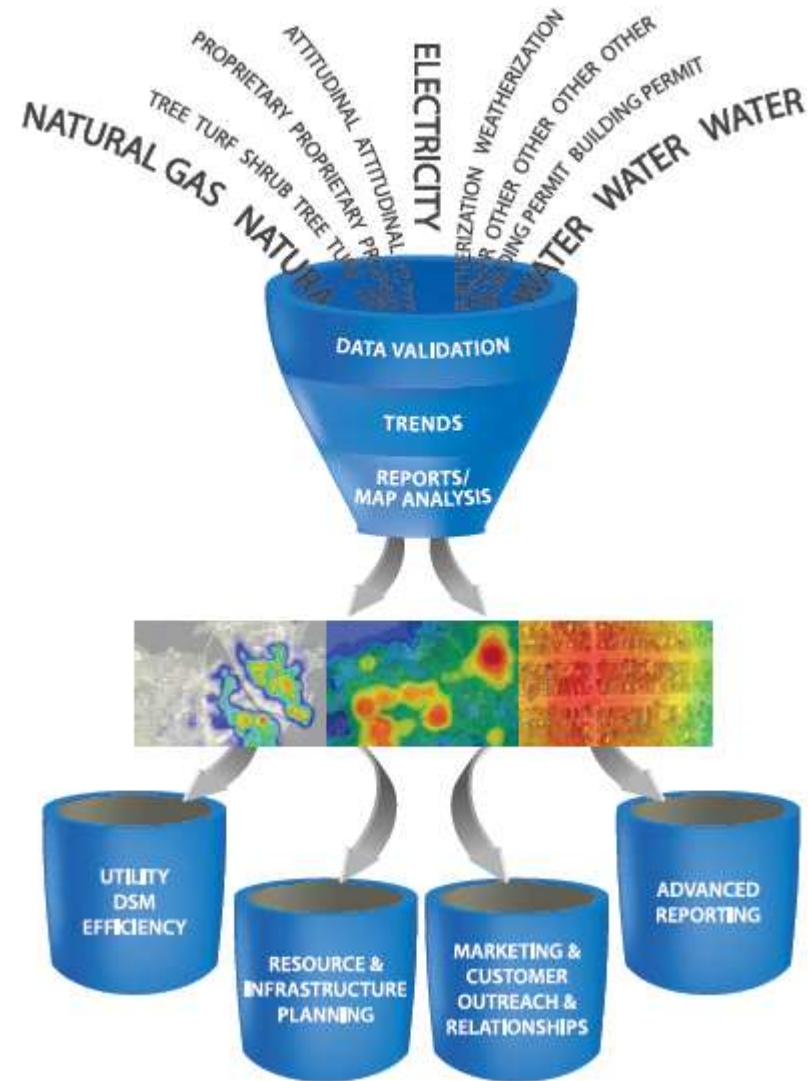
Bonus by Sector/Project Type	Bonus Range		Participation		Incentive \$		
	First	Last	Total	Bonus	Total	Bonus	per cost
			18,987	1,820	\$6,742,343	\$253,093 (04%)	59%
Business - Grocery	09/2013	09/2013	51	2 (04%)	\$153,012	\$1,871 (01%)	45%
Business - HVAC	07/2013	07/2013	30	1 (03%)	\$190,834	\$5,000 (03%)	8%
Business - Lighting	02/2013	10/2013	1,042	84 (08%)	\$5,097,307	\$181,341 (04%)	67%
Business - Tune-Up	01/2013	01/2013	15	1 (07%)	\$468,260	\$1,156 (00%)	53%
Home - Appliance Recycling	02/2012	04/2013	961	517 (54%)	\$52,010	\$18,165 (35%)	
Home - Appliance	01/2012	10/2013	14,479	729 (05%)	\$650,200	\$28,550 (04%)	
Home - Restroom	04/2012	11/2012	2,409	486 (20%)	\$130,720	\$17,010 (13%)	59%

Strategic Intelligence Management System (SIMS)

- Utility Billing Data
- Building Characteristics
- Demographic Data
- Weather Data

Internal Utility Data Insights Tool

- Characterize customers (segments)
- Evaluation
- Targeting



Calculating the Performance Index

$$P.I. = \frac{\textit{Proportion}_{\textit{Program}}}{\textit{Proportion}_{\textit{Population}}}$$

$$P.I. = \frac{0.08}{0.04}$$

$$P.I. = 2$$

Population
4%



Program
8%

The Questions:

- 1. Are there demographic segments that are disproportionately represented in our residential programs?**
2. Are we paying rebates to recently constructed homes or older homes?
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Nielsen PRIZM Lifestage Groups

■ PRIZM household segmentation

- 66 segments
- Based on a variety of demographic, consumer behavior, media preferences, socioeconomic and urbanization attributes.

■ Nielsen has condensed the 66 PRIZM codes down to 11 Lifestage groups

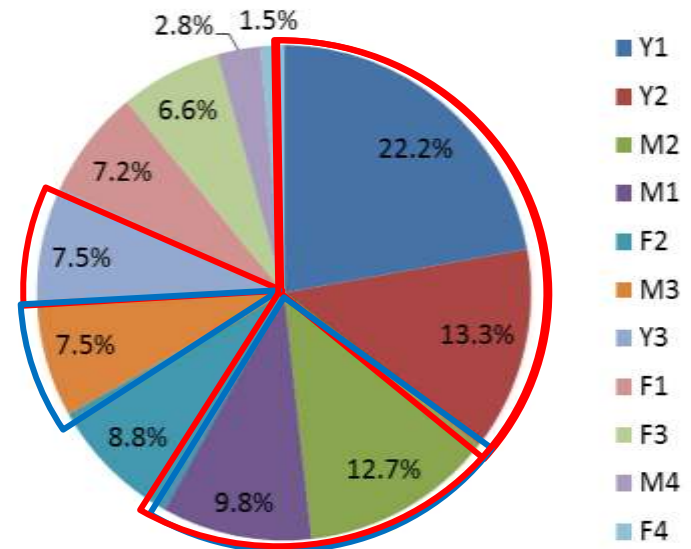
- 3 Lifestage classes
 - Younger Years (no kids at home)
 - Family Life (has kids at home)
 - Mature Years (mix of kids depending on age)
- Affluence
 - Low to High



Summary of PRIZM Lifestage Groups

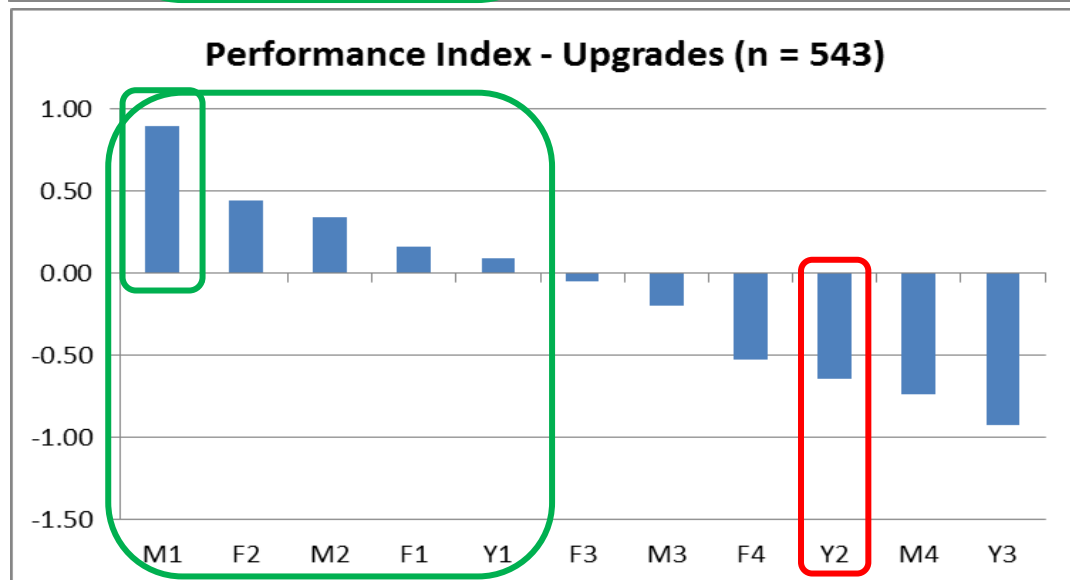
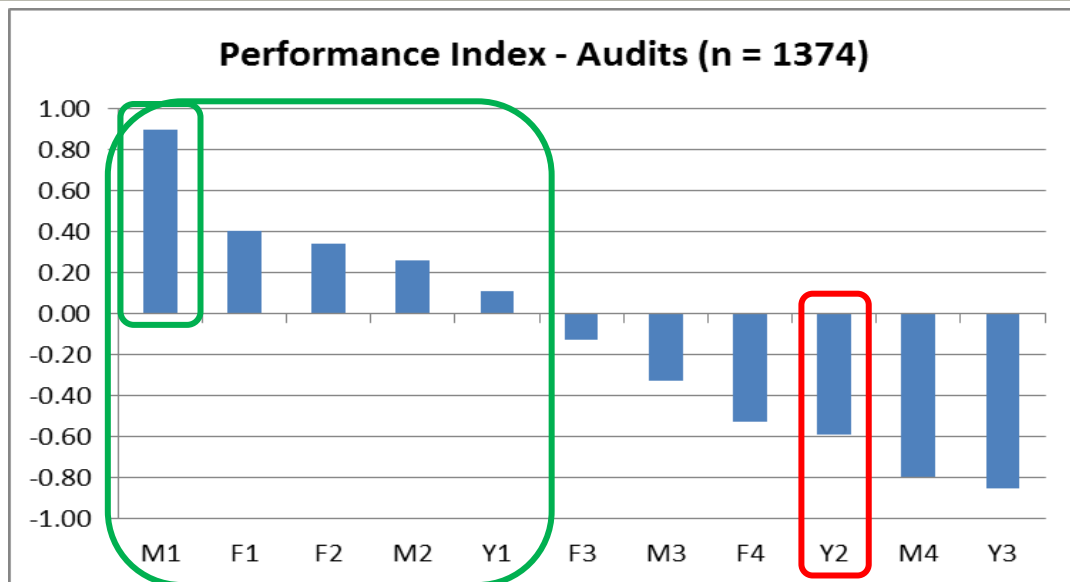
- **Only household level matches were used in this analysis**
 - ~ 75% of residential customers had a household level match
- **Over 70% of non-household level matches were in the “Young” lifestage class**
- **“Young” lifestage class is by far the largest class ~ 43%**
- **“Mature Years” ~ 30%**
- **Middle to upper affluence of “Young” and “Mature Years” ~ 58%**

Composition of FCU Customers by Lifestage Group



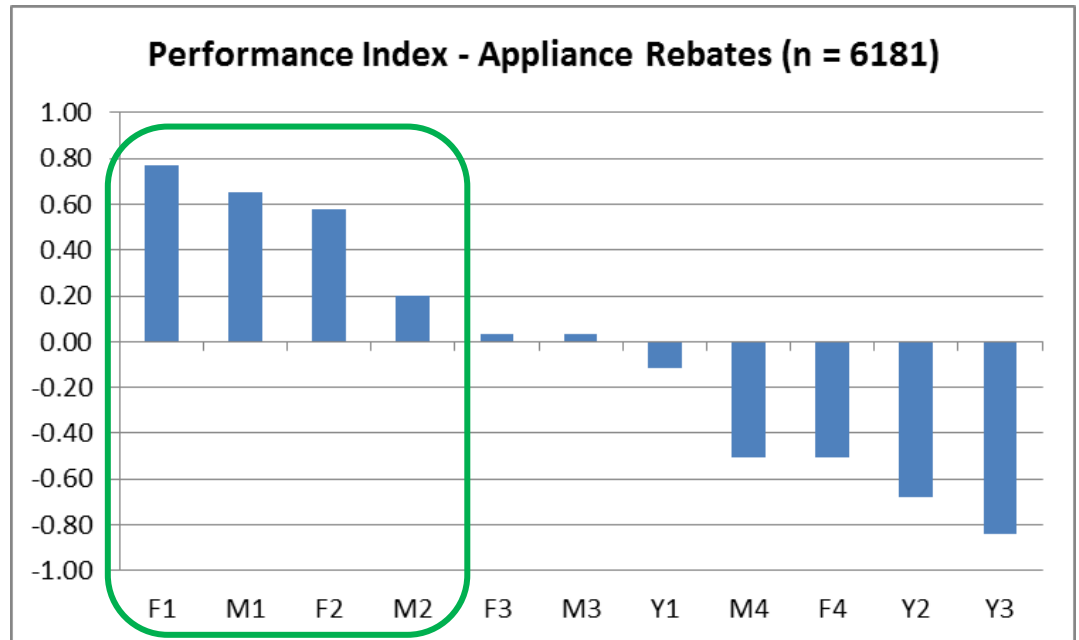
Who's Getting an Audit or Completing Upgrades?

- The “Affluent Empty Nests” (M1) are 90% more likely to get an audit or an upgrade
- The more affluent across all Lifestage classes are over performing – except the “Young Achievers” (Y2)



Who's Getting an Appliance Rebate?

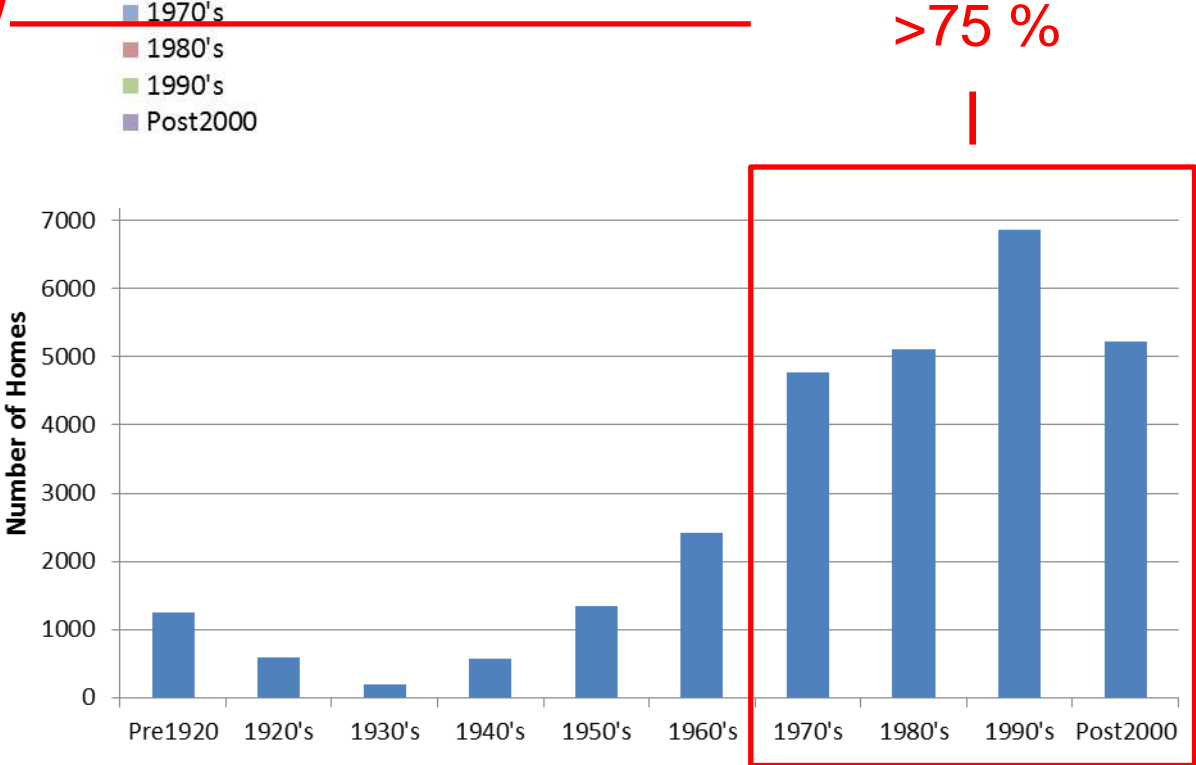
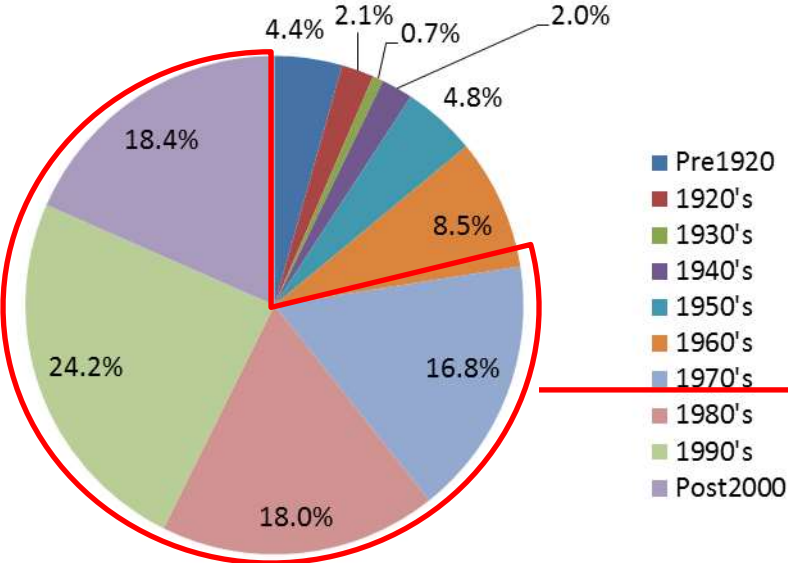
- The more affluent across “Family” and “Mature” Lifestage classes are over performing



The Questions:

1. Are there demographic segments that are disproportionately represented in our residential programs?
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Distribution of Construction Age Across Fort Collins' Homes

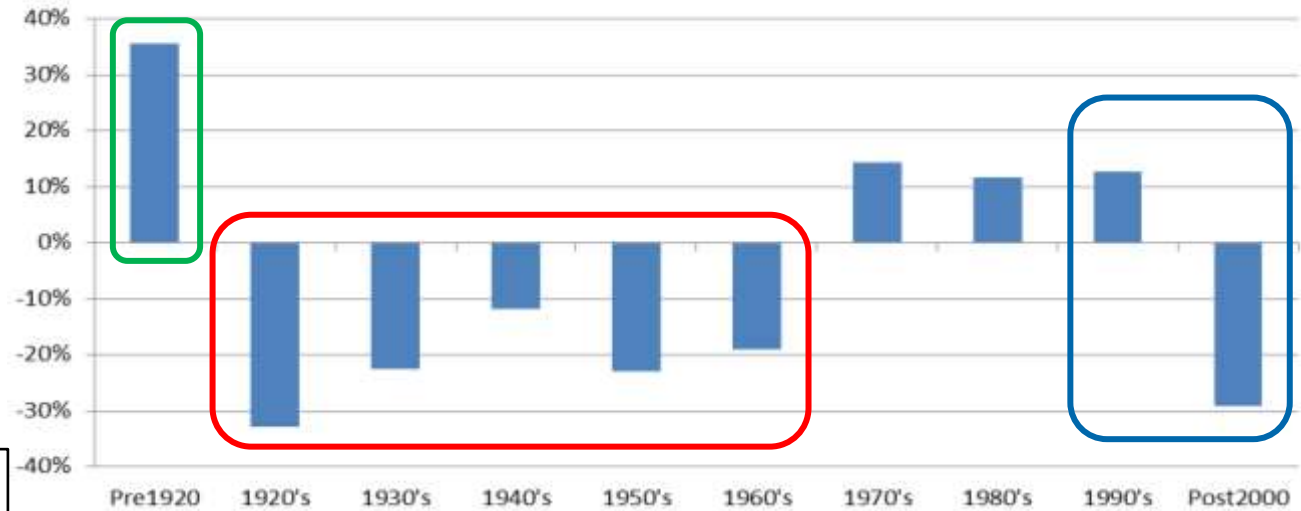


Who's Getting an Audit or Upgrades by Age of Construction

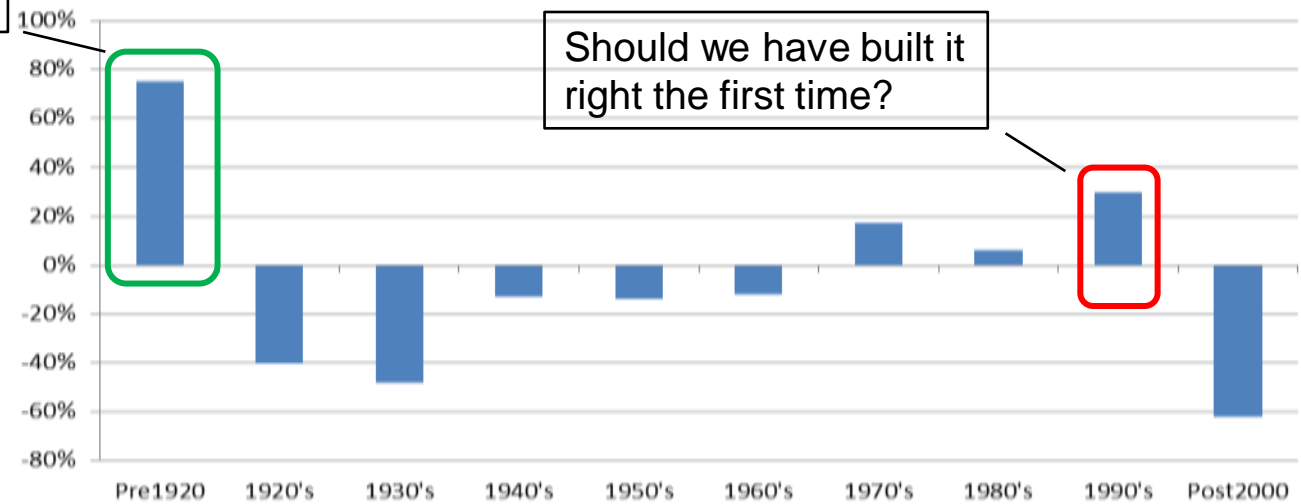
- Older homes?
- Relatively new homes?

Are these the old historic homes that attract a more energy conscious owner?

Performance Index - Audits (n = 1494)



Performance Index - Upgrades (n = 559)

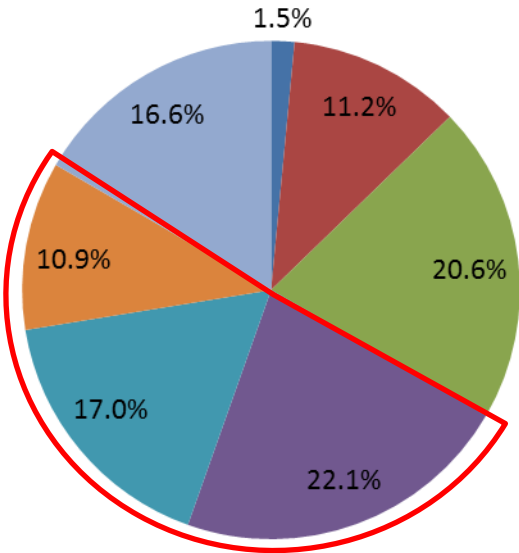


Should we have built it right the first time?

The Questions:

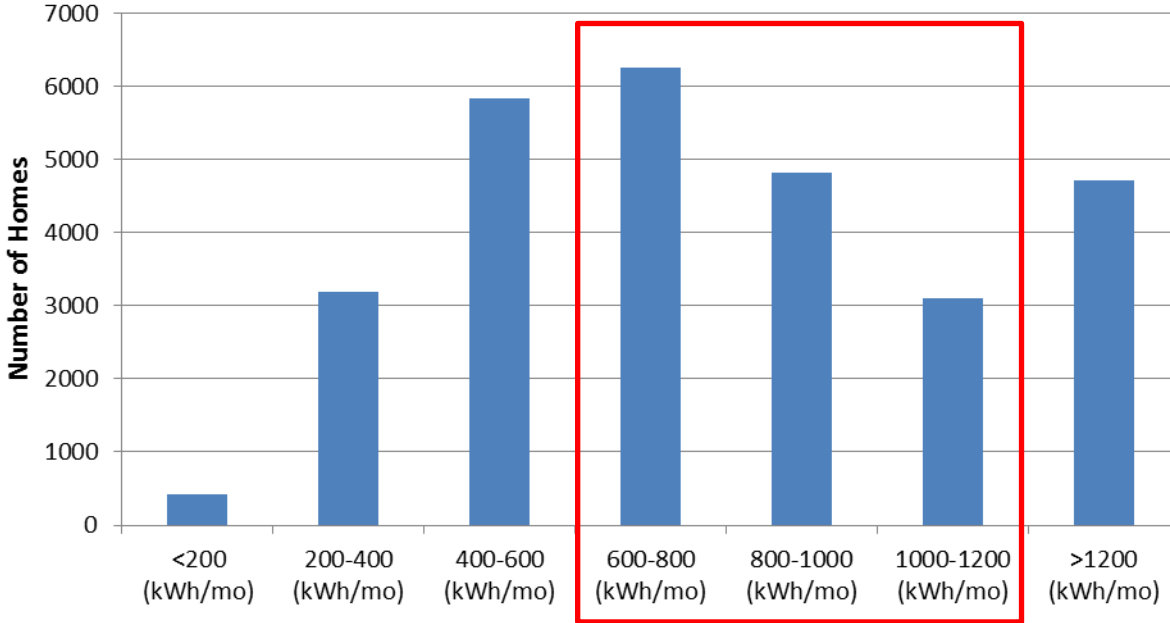
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Distribution of Energy Use Across Fort Collins' Homes



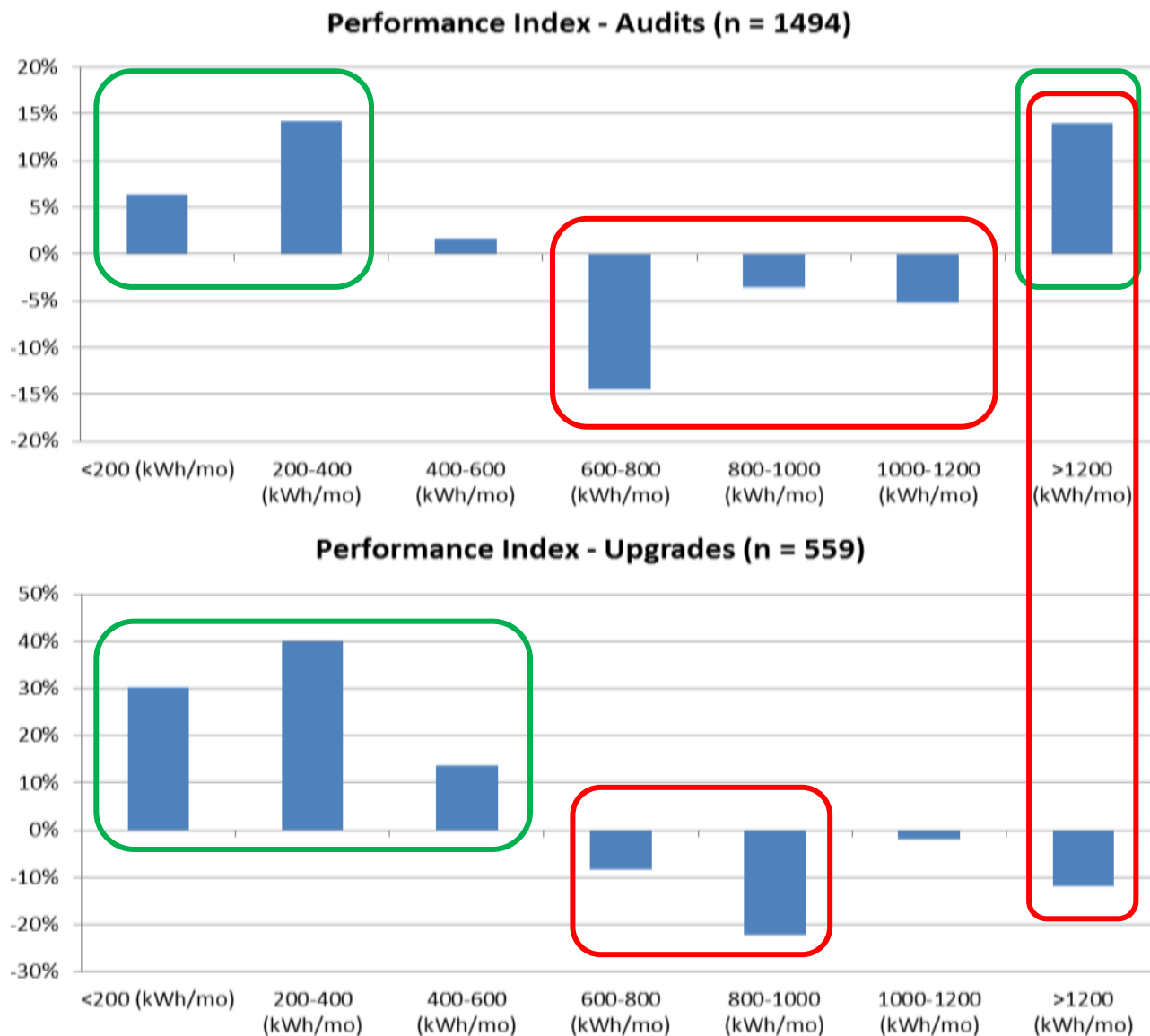
- <200 (kWh/mo)
- 200-400 (kWh/mo)
- 400-600 (kWh/mo)
- 600-800 (kWh/mo)
- 800-1000 (kWh/mo)
- 1000-1200 (kWh/mo)
- >1200 (kWh/mo)

~50 %
|



Who's Getting an Audit or Upgrades by Amount of Energy Used

- Really high and really low users
- Average to high users are underperforming
- Lower energy users are much more likely to make upgrades
- Where are the average to high users?
- Really high users are not converting



What does this mean for Fort Collins' programs?

- **Program structure and outreach is working amongst some segments and demographics, but weak in others**
 - Keep mining the segments which are participating, there's plenty to do
 - Find new tools and/or programs to reach underrepresented segments
 - Messaging, financing, ease-of-participation
- **Alignment between initiatives**
 - Advanced meter data via web portal
 - Mobile applications
 - Home Efficiency Reports
 - Demand response
- **Continue to assess program participation by customer segments**
 - Develop a baseline with which to track progress and identify opportunities
- **Foster a culture of data driven decision making**





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