



POWERING YOUR GREATNESS

3/15/2024

## PROGRAM ADMINISTRATION

IDAHO

*HOME ENERGY REPORTS Program Year 2023*

### *Program Description*

The Idaho Home Energy Reports program is a behavioral program designed to decrease participant energy usage by providing comparative energy usage data for similar homes located in the same geographical area. Additionally, the report provides program participants with individual tips to decrease their energy usage. Equipped with this information, participants can modify behavior and/or make structural equipment, lighting, or appliance modifications to reduce their overall electric energy consumption.

### *Program Administration*

The *Home Energy Reports* program is administered by Bidgely. Bidgely's Utility Artificial Intelligence platform leverages energy disaggregation to provide customers with personalized information regarding their energy usage by appliance and how their usage compares to similar homes. Furthermore, users receive recommendations on how to save energy and money by making small behavioral changes to their energy consumption. The Company contracted with Bidgely to provide energy savings, software services and delivery of energy reports to customers.

Bidgely is responsible for the following:

- Design and distribute paper and electronic reports. (All participating customers either receive paper reports or an email report based upon their preferences.)
- Maximizing email treatment for customers receiving electronic reports.
- Deploying and maintaining a web portal – All participants have access to a web portal containing the same information about their usage provided in the report.

Reporting campaign performance – Bidgely utilizes industry standard KPIs to track email and web portal performance. In addition to campaign reports, Bidgely monitors content trends to better reflect customer needs.