PACIFIC POWER
A DIVISION OF PACIFICORP

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PROGRAM ADMINISTRATION

CALIFORNIA

HOME ENERGY REPORTING (Equity) Program Year 2025

Program Description

The California Home Energy Reports program aims to reduce energy usage by offering participants comparative data on energy consumption for similar homes in the same area. The reports also provide personalized tips to help participants lower their energy usage. With this information, participants can adjust their behavior or make changes to equipment, lighting, or appliances to decrease their overall electricity consumption.

The reports typically offer a variety of personalized tips to help participants reduce their energy usage. These can include:

- **Behavioral changes**: Simple actions like turning off lights when not in use, unplugging electronics, and adjusting thermostat settings.
- **Equipment upgrades**: Recommendations for more energy-efficient appliances, such as ENERGY STAR-rated refrigerators, washers, and dryers.
- **Lighting improvements**: Suggestions to switch to LED bulbs or other energy-efficient lighting options.
- **Home improvements**: Tips on enhancing insulation, sealing windows and doors, and upgrading HVAC systems to more efficient models.

These tips are tailored to each participant's specific energy usage patterns and home characteristics.

Energy-saving tips provided in programs like the California Home Energy Reports can be quite effective in reducing energy consumption. Studies have shown that behavioral programs offering personalized feedback and tips can lead to energy savings of around 1-3% on average[1].

For example, simple actions like switching to LED bulbs, improving home insulation, and adjusting thermostat settings can significantly reduce energy usage[2]. Additionally, more substantial changes, such as upgrading to energy-efficient appliances, can lead to even greater savings[2].

Overall, these tips empower participants to make informed decisions that collectively contribute to lower energy bills and a reduced environmental footprint

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Program Administration

Bidgely is responsible for:

- **Designing and distributing reports**: All participating customers receive either paper or email reports based on their treatment group.
- **Maximizing email engagement**: Enhancing the effectiveness of email reports for customers who are eligible within the treatment group for electronic communication.
- **Deploying and maintaining a web portal**: All participants have access to a web portal with the same usage information provided in the reports. Additionally, all California residential customers, including non-participants, can access the portal to update their home profiles for more accurate comparisons and receive energy-saving suggestions.

The web portal offers several features to help users manage and reduce their energy consumption:

- **Usage Information**: Access to detailed energy usage data, similar to what is provided in the reports.
- **Home Profile Updates**: Ability to update home profiles for more accurate energy usage comparisons.
- **Energy-Saving Tips**: Personalized suggestions on ways to save energy based on individual usage patterns.
- **Comparative Data**: Insights into how a user's energy consumption compares to similar homes in the same area.
- **Interactive Tools**: Tools to explore potential savings from various energy-efficient upgrades.
- **Notifications and Alerts**: Customizable notifications and alerts for high usage or other important updates.

These features are designed to empower users with the information and tools they need to make informed decisions about their energy consumption