1/30/2025

PROGRAM ADMINISTRATION

IDAHO

HOME ENERGY REPORTS Program Year 2025

Program Description

The Idaho Home Energy Reports program is designed to encourage energy conservation by providing participants with comparative insights into their household energy usage relative to similar homes in their area. The reports also include personalized recommendations to help participants reduce consumption. By leveraging this information, participants can modify their behaviors or implement changes to equipment, lighting, or appliances to achieve overall reductions in electricity use.

Program Administration

The Home Energy Reports program, administered by Bidgely, leverages the company's Utility Artificial Intelligence platform to provide customers with detailed, appliance-level insights into their energy consumption. The platform benchmarks individual household usage against comparable homes and offers personalized recommendations to promote energy and cost savings through simple behavioral changes. PacifiCorp partners with Bidgely to deliver energy savings, software services, and customized energy reports to participating customers.

Bidgely's responsibilities include:

- Designing and distributing paper and electronic energy reports based on customer communication preferences.
- Optimizing email communications for customers who receive electronic reports.
- Deploying and maintaining a web portal that provides participants with the same usage insights available in the reports.
- Reporting on campaign performance using industry-standard KPIs to track email and web portal effectiveness, as well as monitoring content trends to better support customer needs.