Energy Trust of Oregon

Online Home Energy Analyzer Application Decision

January 23rd, 2008

Energy Trust of Oregon, Inc.

Issue

- Energy Trust's online home energy analysis tool service will expire in April 2008
- Staff has evaluated two high quality applications
  - Incumbent: Nexus
  - Competitor: Apogee
- Which application provides the best value, customer experience and program referral results

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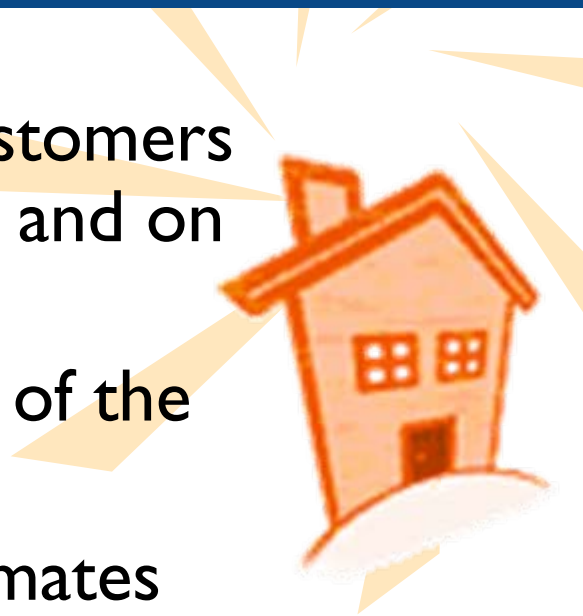
Online Home Energy Analyzer



- The Home Energy Analyzer allows customers to do their own energy audit at home and on their schedule
- Detailed questionnaires build a model of the home
- Based on the model, the analyzer estimates where energy is used and where savings can be found
- Teaches customers about energy use and energy efficiency
- Currently provided by Nexus

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Benefits to the Energy Trust

- Marketing tool
  - Directs customers to our website and program service offerings
- Educational tool
  - Educates customers on energy use and savings
- A product we can offer to customers not otherwise eligible to participate in our programs

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Nexus Home Energy Analyzer

- Different instance of the HEA for each utility partner
  - Energy Trust/Cascade
  - NW Natural
  - Pacific Power
  - PGE
- Each instance has a unique tracking number and look-and-feel
- All functionally identical

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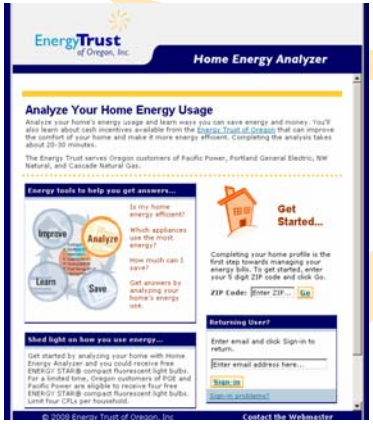
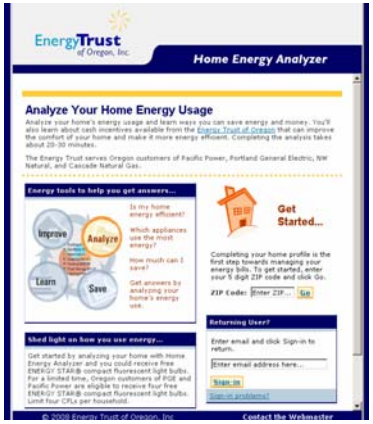
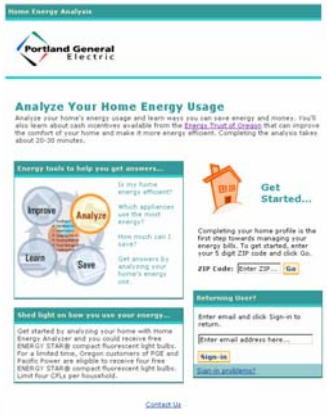


NW Natural

Pacific Power



PGE



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Step 1: The Home Profile

- Asks customers about home style, size, year built, number of occupants, heating system, etc.
- Customers also create a log-in and enter information utility account numbers for billing download
- The Home Profile provides basic energy use and savings suggestions -customers can stop there or keep going

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Step 2: Appliance Details

- Asks customers about the types and quantity of appliances in their homes
- Gleans more detail and accuracy for the model
- The energy use and potential for savings information is updated. The customer may once again stop here or keep going

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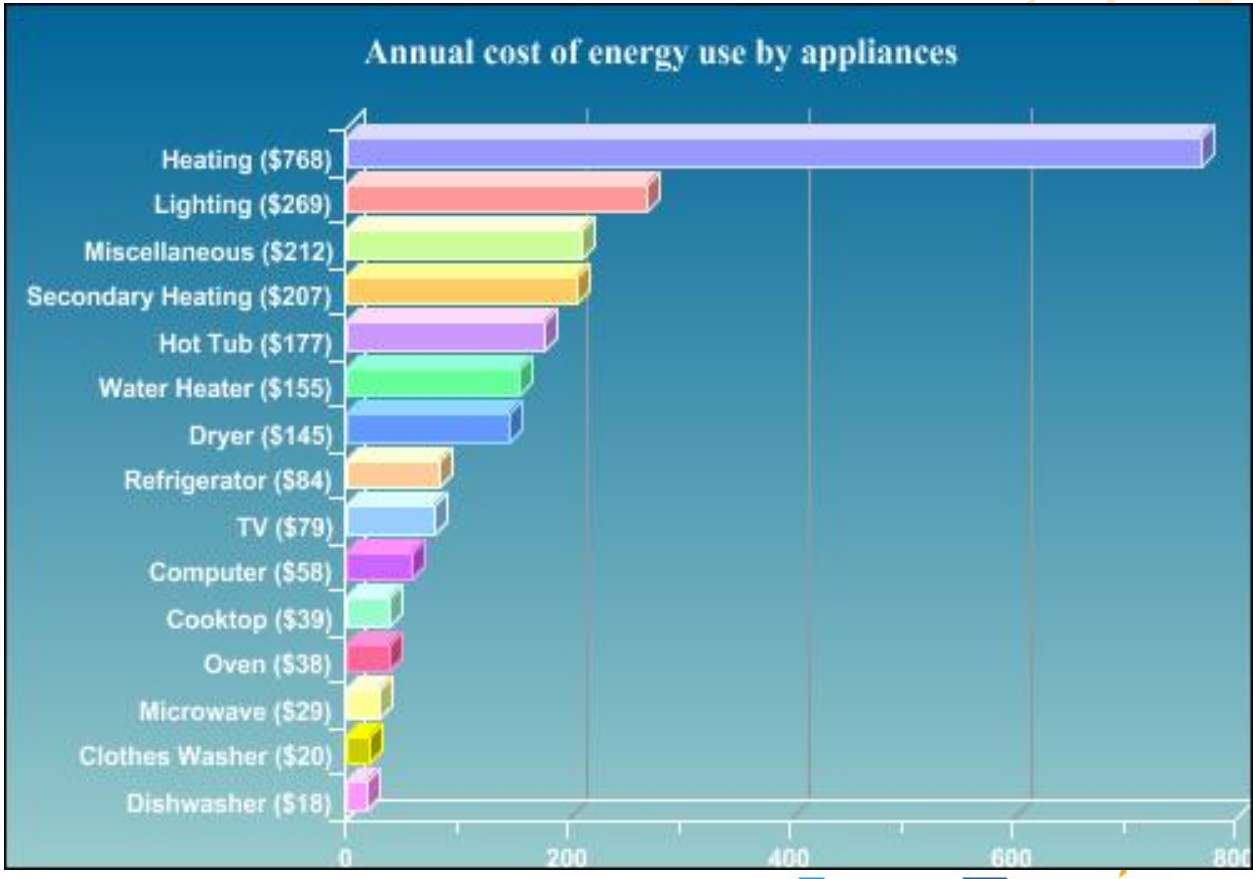
Step 3: Find Ways to Save

- A series of questionnaires on different topics
  - Weatherization
  - Heating
  - Cooling (if any)
  - Hot Water
  - Kitchen
  - Lighting
  - Pool/Spa (if any)
  - Other



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Step 3: Find Ways to Save (cont.)

- Provides the most detailed and accurate information on energy use and potential energy savings in a comprehensive report that can be saved or printed
- The suggestions on the report link to pertinent incentive offerings on the Energy Trust website
- Completing any one of the above topics automatically makes the customer eligible to receive four free CFLs mailed to their home address

Ways to Save

This section of the report contains practical energy savings opportunities for all of the energy using systems in your home. For each of the ways to save, the report includes a description of the savings opportunity, a cost estimate, and an estimate of the energy and cost savings. There is also an estimate of the potential reduction in carbon dioxide emissions as well as water savings where appropriate.

Ways to Save for Hot Water

Annual Savings Opportunities	Implementation Cost:	Annual CO2 Savings:	Annual Cost Savings:	Annual Water Savings:
Wash full loads of clothes when possible	$0	75 lbs	$5-8	1,339 gallons
Install efficient aerators on your sinks	$6-10	71 lbs	$3-5	343 gallons
Maintain your water heater regularly	$0	170 lbs	$6-9	0 gallons
Install heat traps on your water heater	$45-75	266 lbs	$9-15	0 gallons
Insulate hot water pipes if not already done	$11-19	107 lbs	$3-6	0 gallons
Match clothes washer load setting to load size	$0	44 lbs	$3-4	936 gallons
Wash full loads of dishes when possible	$0	124 lbs	$5-9	546 gallons

Additional Features and Benefits

- Energy Library
- Savings Calculators
- Pin-point e-mail marketing/communications
- Synergy benefits with Clothes washer rebates

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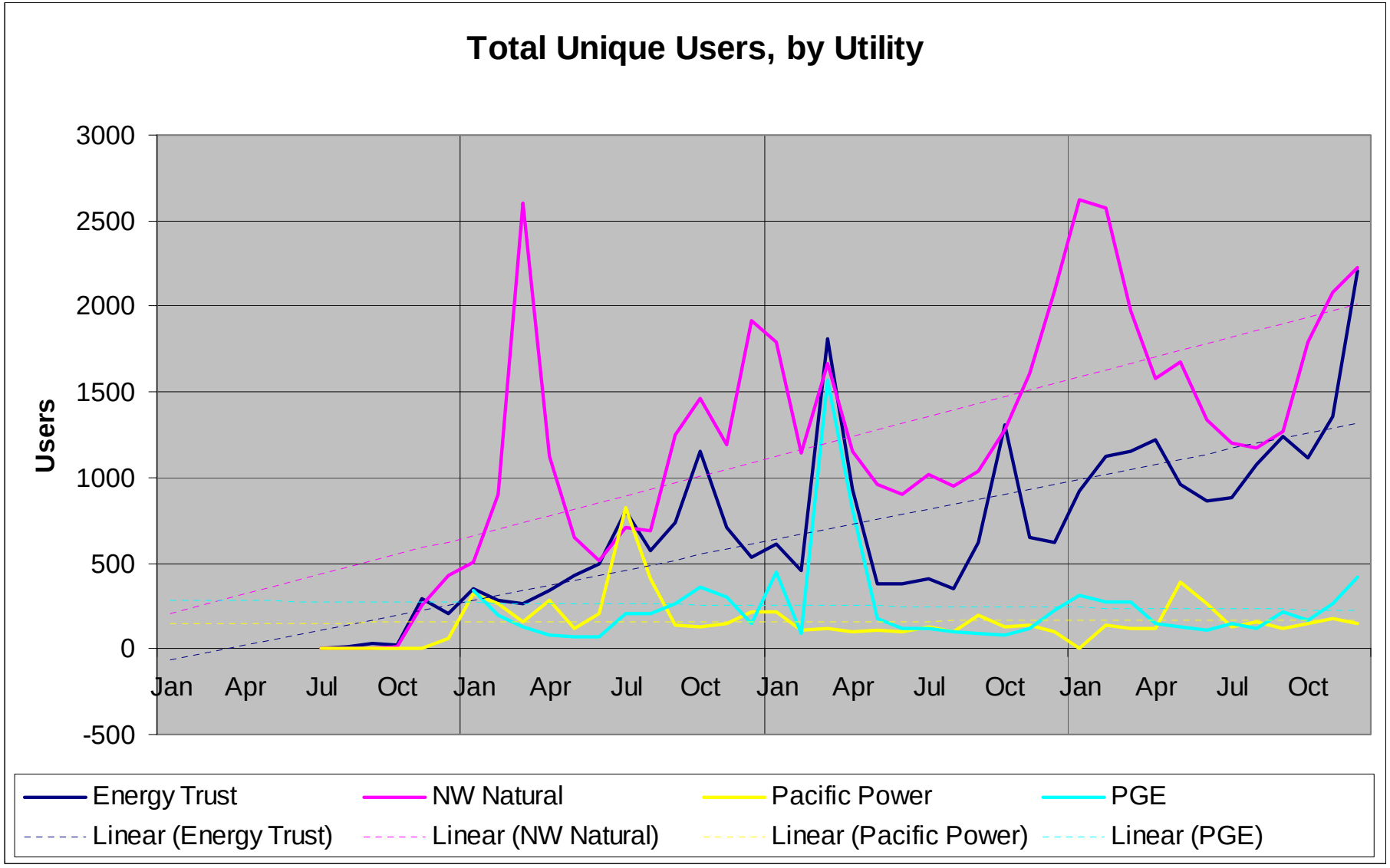
Historical Performance

- Usage has increased, with seasonal fluctuations, since inception



An Alternative: Apogee

INTERACTIVE HOUSE | CALCULATORS | LIBRARY | FUN

HOME ENERGY CALCULATOR | APPLIANCE CALCULATOR | LIGHTING CALCULATOR

Describe Your Home

Instructions

Home Type	Single Story	Electric > 1yr old	Water Heat Type
Year Home Built	New Energy Efficier	Medium	Water Heat Setting
SqFt Heat/Cool	2000	Average	Air Leaks
Occupants	2	Double Pane	Windows (panes)
Heat Type	Heat Pump	Electric	Cook Stove
Heat Setting	70	Electric	Dishwasher
Air Conditioner	None	Electric	Clothes Washer
Cool Setting	78	Electric	Clothes Dryer
Big Screen TVs	0	1	Refrigerators

Pool Show

Spa Show

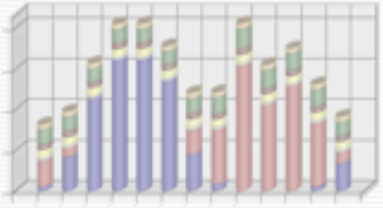
Calculate

Tips

This calculator will provide you with estimates of energy use costs based on your inputs. The **Annual** and **Monthly** results are not intended to be extremely accurate, but rather, to provide a

Your Approximate Energy Costs

Press the "Calculate" button to establish your **Existing Home**. Your summary chart will be shown here.

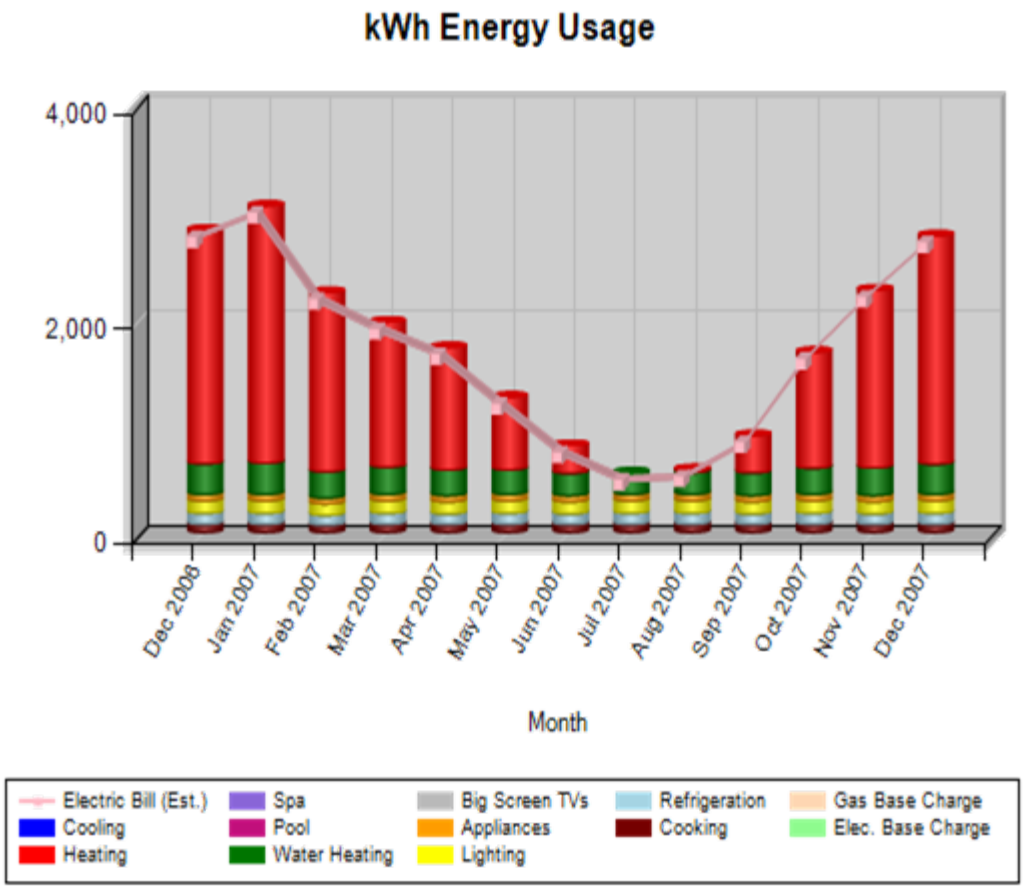


Reset to Defaults

This calculator is using weather that is representative of the **Portland, OR** area.

Apogee features

- Apogee's product offers the same features as Nexus
  - Energy Library
  - Savings Calculators
  - Pin-point e-mail marketing/communications
- Plus some extra features
  - Monthly comparison
  - Estimated vs Actual Use
  - Interactive images and graphs



Why Switch to Apogee?

- Easier to use
  - Only one 1-screen questionnaire
  - Easier to try different energy-use scenarios
- Easier to update
  - We have direct control over content through an online editing tool with 24/7 access
  - Nexus' HEA requires 45 day turn-around to implement any changes

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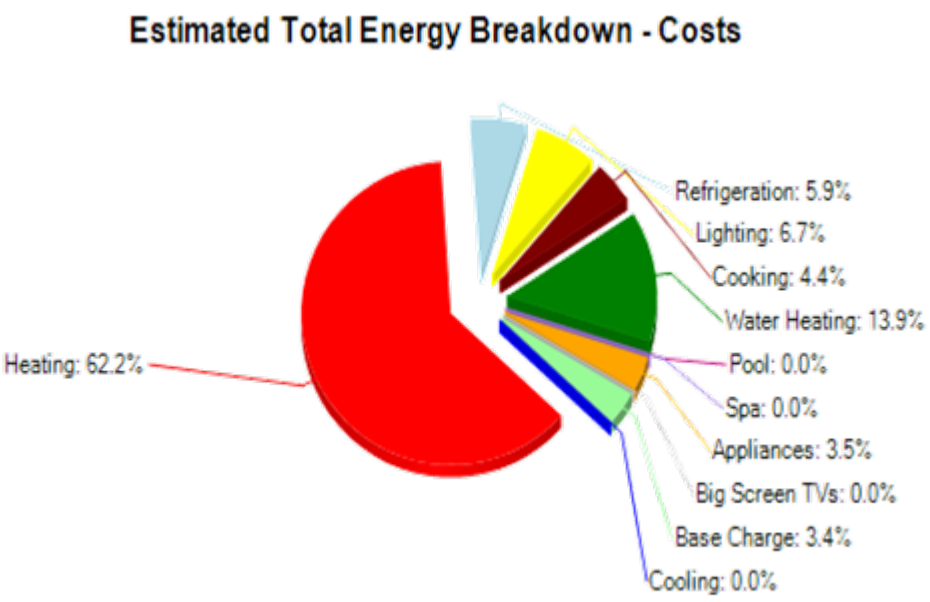
More Reasons to Switch to Apogee…

- Less Expensive
  - 50% annual operating fees
- Greater flexibility in the product
  - We have a lot more options for look-and-feel changes with Apogee
  - Apogee more willing to customize their product for each customer
- Apogee rated friendlier to casual users than Nexus in recent PGE usability studies.
  - Nexus rated higher with more technical users.



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Obstacles to Switching

- NW Natural is heavily invested in Nexus customer service products which complement the Home Energy Analyzer
- PacifiCorp is reticent about the switch due to set-up and transitioning challenges
- Will need to create a method for capturing CFL delivery information
- Will need to set up new site by the end of April

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