Smarter Savings with One Click: Easy and Effective Programs Enabled by Smart Technology

March 30, 2017 (2:00 PM – 3:00 PM EDT)

The webinar will begin at 2:00 PM

Slides for this webinar will be posted at https://www.energystar.gov/connectedwebinars
Smarter Savings with One Click: Easy and Effective Programs Enabled by Smart Technology

Asking a Question

Click here to raise your hand. Doing so will indicate that you would like to be unmuted, and speak to the audience.
Moderators

Taylor Jantz-Sell
ENERGY STAR Lighting Program Manager
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Meghan Heneghan
Analyst, ENERGY STAR Program
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Introductions

Jeff Gleeson
Product Manager – Energy Services
Nest Labs

John Knuth
Senior Program Manager of ComEd Lighting and Appliance Rebate Program
CLEAResult
EPA ENERGY STAR Webinar Series
Mar 30, 2017
Introductions

Jeff Gleeson
Product Manager, Energy Services
Nest Labs

John Knuth
Senior Program Manager,
ComEd Res Lighting and Appliances Rebate Program
CLEAResult
Agenda

1. Connected thermostat category updates
2. Connected home impact on IDSM programs
3. Case Studies
   a. Nest’s Seasonal Savings Program
   b. CLEAResult’s implementation of KCP&L’s smart thermostat program
4. Connected home energy programs: opportunities and challenges
5. Q&A
But first...

Connected thermostats are now an ENERGY STAR product category!

Nest Labs Confidential
Rebates are now commonplace
Customers buy smart thermostats for comfort, convenience, and energy savings.
Boost energy savings across thousands of homes, once or twice per year.
Tuneup drives significant and lasting setpoint changes

Key: Shading shows season ending:
- light=25% no longer cooling
- medium=50%
- dark=75% no longer cooling

Oregon

Wisconsin
Connected Products:
Making energy efficiency smarter

John Knuth
Senior Program Manager, Illinois
Connected products as a whole

Right now there is a rapid introduction of exciting new products

Features can include:

- Convenience
- Safety
- Health
- Energy Savings?
Smart Thermostats

How are they turning up the control?
Benefits of smart thermostats

To the customer:
- Wi-Fi capabilities add convenience and control
- Technology can work around user behavior
- Earning opportunities through energy saving rewards, rebates and DR
- Opens the door for additional connected home products

To the utility:
- Avenue to implement and optimize DR programs
- Mitigate peak loads without impacting customer comfort
- Provide a verifiable source of kWh and therm savings
- Popular tech device draws new people to the utility and energy efficiency space
Who decides if a thermostat is smart?

- Retailers
- Online resources
- State TRMs
- Utility requirements
- ENERGY STAR® certification
Who’s getting connected?

Utility examples of smart thermostat campaigns.
Connecting with your audience

- Digital tactics to reach a savvy early adopter audience
- Increase awareness through retail to drive progress towards early majority
- Educational content to explain, promote and share

Source: Everett Rogers Diffusion of Innovations model
Kansas City Power and Light
Smart Thermostat Program

**Goal:** Install 35,000 Nest Learning Thermostats over 3 years

**By the Numbers:**
- 10,000+ installations
- 4,620,000 kWh savings over lifetime of product (10 yrs.)

**Incentives:**
- **DI** – Free thermostat and installation and a $25 annual incentive for auto-enroll in rush hour rewards (DR)
- **DIY** – Free thermostat, $50 for self-installation, $25 annual incentive
- **BYO** - $100 program participation incentive, $25 annual incentive
Energy Trust of Oregon: Seasonal Savings Pilot

**Goal:** Evaluate savings impact of the NEST Season Savings Program

**By the Numbers:**
- 15,000+ Customers
- 80% opt-in rate

**Program:**
- Partnership with NEST
- Simple and effective
- No cost to the customer
- Small per device fee to the utility
- Can be done by ZIP code
- Pilot split group evenly into participants and non-participants
- Results pending
Northern Illinois Million Thermostat Initiative

**Goal:** Install 1 million smart thermostats installed over 5 year period

**By the Numbers:**
- 80,000+ smart thermostats rebates from Nicor Gas or ComEd since October 2015
- 1,000+ smart thermostats installed by Nicor Gas and ComEd programs

**Incentives:**
Rebates from $50 to up to $100 on smart thermostats
- DI – ecobee installed during home energy assessment for a $150 customer co-pay
- DIY – Certified product list rebate up to $150 for self-install
- Professional – Contractor install with rebate up to $150

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Connected Challenges

What do we need to overcome?
Must have verifiable savings

This market space is confusing!

Early adopter appeal

Connectivity challenges

Adding connectivity devices to existing consumer products

Security: “Who is connected to my connected device?”
Connecting the dots

- **Connectivity**: New products need to continue to refine and get better at talking to each other.

- **Education**: Consumers, utilities, manufacturers and with each other.

- **Testing**: Develop and implement more pilot programs with multiple stakeholders.

- **Partners**: Manufacturers continue to look for financial support from energy efficiency programs.

- **Savings**: Utilities need products to demonstrate verifiable energy savings.
Thank you

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