



AESP Energy Awards
February 9, 2010

Outstanding Achievement Energy Efficiency Technology Deployment

HOME ENERGY REPORTING PLATFORM



Objective: To develop an approach that engages customers to save energy reliably, cost-effectively and sustainably. OPOWER is an energy efficiency software company that helps utilities meet their efficiency goals through effective customer engagement.

Description: Sacramento Municipal Utility District (SMUD) contracted with OPOWER for its first program in April 2008. 35,000 SMUD households were selected to receive Home Energy Reports shortly after their utility bill. The Reports included a comparison of electricity use relative to 100 similar households in the area, as well as personalized recommendations on how to improve energy efficiency. At every utility where the OPOWER Home Energy Reporting platform has been implemented, it has consistently and predictably delivered between 1.5% and 3.5% in average energy savings across the entire targeted population, and increased utility efficiency program participation between 15% and 25%.

Key Results: Over its 18 months of deployment, OPOWER has achieved approximately 50 GWh energy savings, \$6 million in customer savings, and abated 65 million lbs of carbon dioxide. In the next year, OPOWER anticipates more than doubling these savings.

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