

## Home Energy Reports Pilot Program Q&A

### What is a Home Energy Report?

This is the second year of the Home Energy Reports pilot. Beginning in August 2012, the Home Energy Reports pilot program, an Energize Connecticut initiative, will provide a random-sampling of 17,000 Connecticut Light & Power customers with personalized information about their energy use and with smart ways to make their home more efficient. These reports will help customers make informed choices to trim costs and improve efficiency.

### Each Home Energy Report includes:

- **Information on the customer's home energy use:** Customers can see how their home's energy use anonymously compares to similarly sized and equipped homes in their neighborhood.
- **Progress tracking:** Customers also see how their home's energy use changes over time and across seasons.
- **Targeted tips to achieve energy efficiency:** On each report, customers will find ways to save energy, including information on rebates and other special programs we offer. The tips include a combination of free and low cost tips, as well as ideas for larger investments that can be made to improve the structural efficiencies of the home, if it is owned by the customer. All tips take into account past usage as well as demographic information.

### Why are we sending Home Energy Reports to some of our residential customers?

We want to make energy efficiency as accessible and easy to understand as possible. Sending these reports reflects CL&P's commitment to providing customers with the information and insights needed to reduce energy usage, monthly bills, and carbon emissions.

### What is the purpose of the Home Energy Reports pilot program?

Most people are eager to make their home more efficient and save money, but they're not always sure how to do this. The Home Energy Reports pilot program is designed to engage customers in a positive, long-term conversation about how they and CL&P can work together to save energy and save customers' money on their monthly utility bills, irrespective of their income or access to technology. The reports also help customers adopt a more advanced sense of ownership toward energy efficiency and make smarter choices about energy use.

### How do customers receive the Reports?

Customers who are selected to participate in the program receive a Home Energy Report as a complement to their monthly utility statement. The reports are delivered through the mail, or customers can choose to receive them through email by calling 866-541-7779 or changing their preference online at [www.clpenergyreports.com](http://www.clpenergyreports.com).

Customers also have access to a user-friendly online portal, where they can further interact with their energy information, receive additional efficiency tips, set goals and more. The reports and portal are designed to help customers better assess their level of energy consumption, and most importantly, find additional ways they can save energy and money on their energy bills.

### **I'm not currently receiving a Report; can I sign up to get them?**

At this time, Home Energy Reports is a limited enrollment pilot program that is “opt-out” only – meaning that customers are randomly selected to participate in the program. You cannot opt-in or sign up for the pilot, but you can follow the program and receive energy-saving tips on Twitter @CTLightandPower. In addition, visit CL&P's website, [www.cl-p.com](http://www.cl-p.com) to find out about other Energy Efficiency Fund programs.

### **How is a customer's home size determined?**

The living area measured in square feet that is used for a customer's Home Energy Report is based on public data about their home, such as the local assessor's office. However, customers can log into [www.clpenergyreports.com](http://www.clpenergyreports.com) to update their profile and provide us with more information about them – if they have a pool, how many people live at the residence, for example – which will allow us to send reports that have tips and information even more relevant for them.

### **How are the homes used in the neighborhood comparison chosen?**

Each report will compare a recipient's energy usage against 100 anonymous customers who live in similarly-sized homes that are close in proximity (one to two miles). This does not necessarily mean that comparisons are made to next-door neighbors.

Homes are chosen based upon a defined set of characteristics, including similar energy needs, home size and heating source. This prevents comparisons of a home-owner's energy use with that of a renter or seasonal occupant.

The data is always presented in *aggregate*, i.e. the report only shows an average of 100 anonymous customers, which is not enough information to make any conclusions whatsoever about any particular neighbor's usage. The neighbor comparison feature is designed to maintain 100% privacy while providing the customer with useful information on how they are performing in comparison.

### **Do the reports show personal information? Are there privacy concerns?**

No. No personal information other than a customer's own is ever presented on the reports. Customers are not able to view energy usage of any specific neighbors; they only see a number representing the average of 100 anonymous neighbors. Customers who do not want to receive the reports can simply opt out of the program.

### **Who develops my report?**

Using CL&P customer energy usage data and public records, the Home Energy Reports are developed by OPOWER, a Virginia-based energy efficiency software company. More than 75 leading utilities across the country use OPOWER's Home Energy Report programs, and according to the company they have consistently delivered between 1.5 and 3.5 percent in average energy savings to their customers. For more information, visit [www.opower.com](http://www.opower.com)

### **How is this program funded?**

The Home Energy Reports program is an Energize Connecticut initiative. The pilot is funded by the Energy Efficiency Fund, an initiative created by the state legislature to implement conservation measures that are energy efficient and cost-effective. The Energy Efficiency Fund is supported in part by all CL&P customers through the Combined Public Benefits Charge on their electric bill. For more information on the Energy Efficiency Fund and its energy-saving programs, visit [www.ctenergyinfo.com](http://www.ctenergyinfo.com)