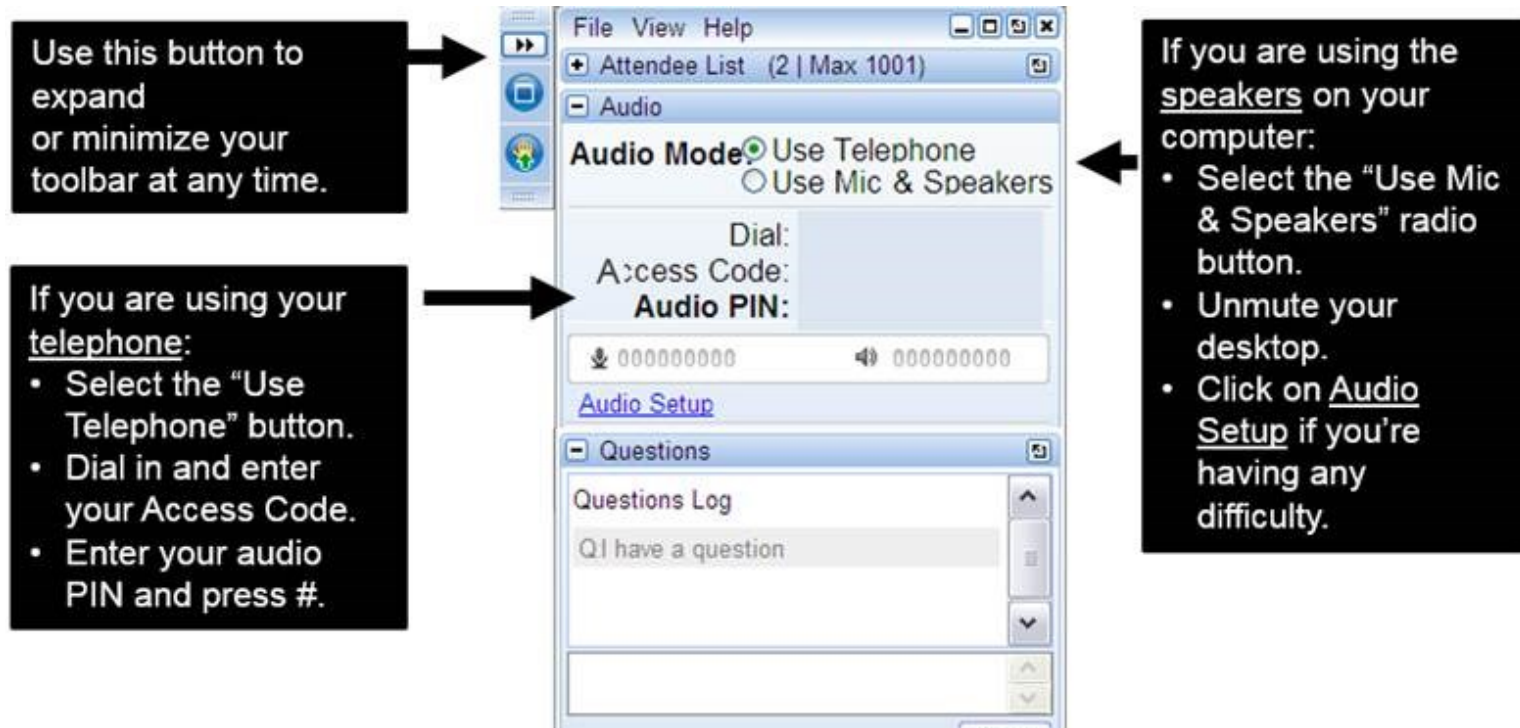


Smarter Savings with One Click: Easy and Effective Programs Enabled by Smart Technology

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

The webinar will begin at 2:00 PM



The screenshot shows a webinar interface with a menu bar (File, View, Help) and a toolbar. The main content area is titled "Attendee List (2 | Max 1001)" and includes an "Audio" section. The "Audio Mode" section has two radio buttons: "Use Telephone" (selected) and "Use Mic & Speakers". Below this are fields for "Dial:", "Access Code:", and "Audio PIN:", followed by two input boxes containing "0000000000". A link for "Audio Setup" is visible. At the bottom, there is a "Questions" section with a "Questions Log" and a text input field containing "Q: I have a question".

Use this button to expand or minimize your toolbar at any time. (Arrow points to the expand/collapse icon in the toolbar)

If you are using your telephone:

- Select the "Use Telephone" button.
- Dial in and enter your Access Code.
- Enter your audio PIN and press #.

If you are using the speakers on your computer:

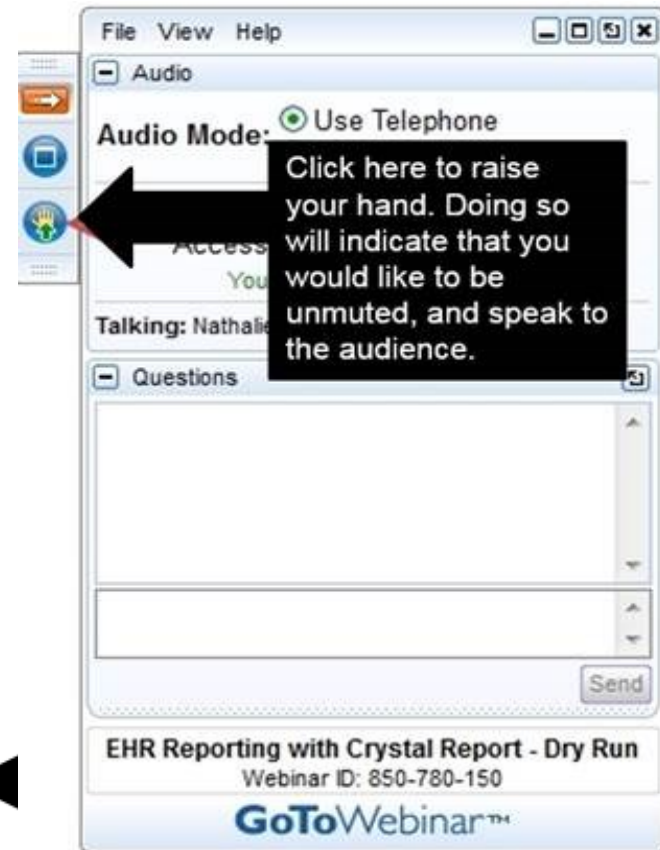
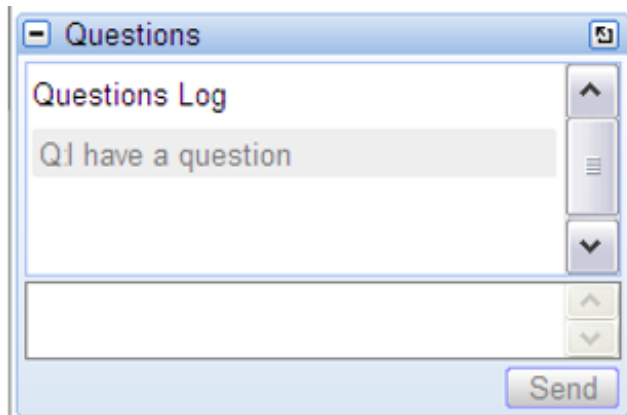
- Select the "Use Mic & Speakers" radio button.
- Unmute your desktop.
- Click on Audio Setup if you're having any difficulty.

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





Moderators

Taylor Jantz-Sell

ENERGY STAR Lighting Program Manager

U.S. Environmental Protection Agency

Meghan Heneghan

Analyst, ENERGY STAR Program

ICF



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!





Customers buy smart thermostats for comfort, convenience, and energy savings.



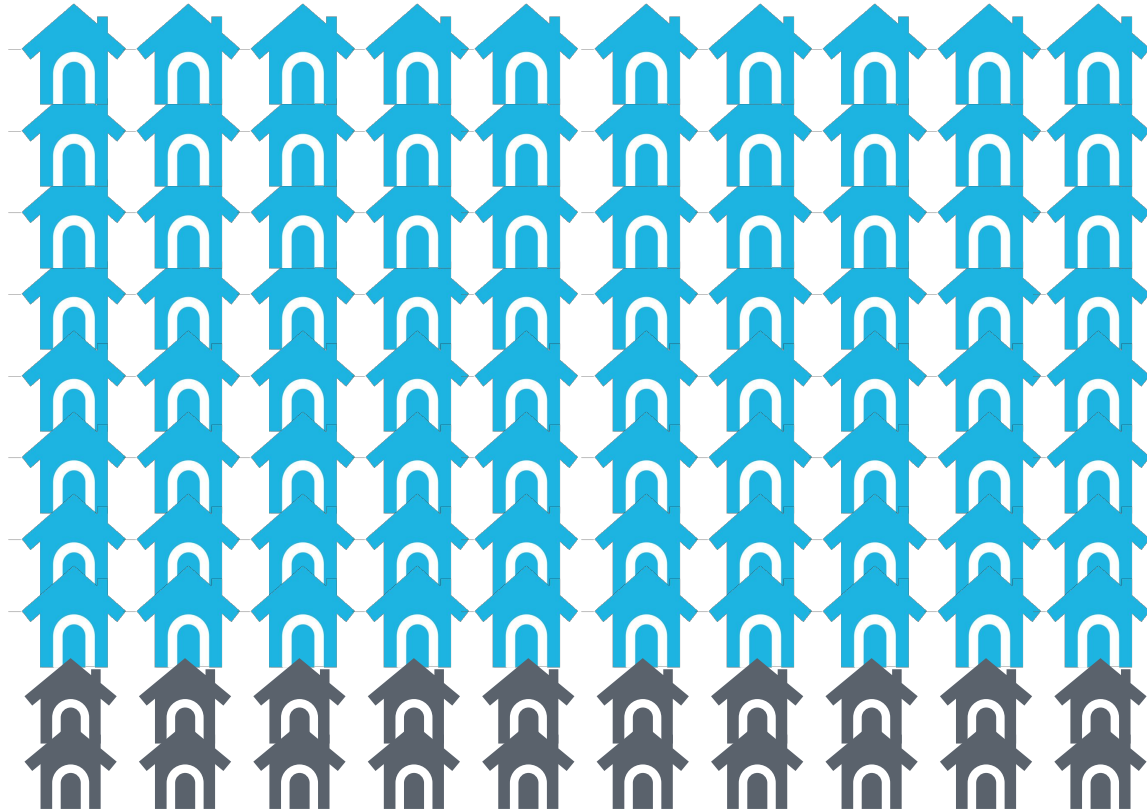


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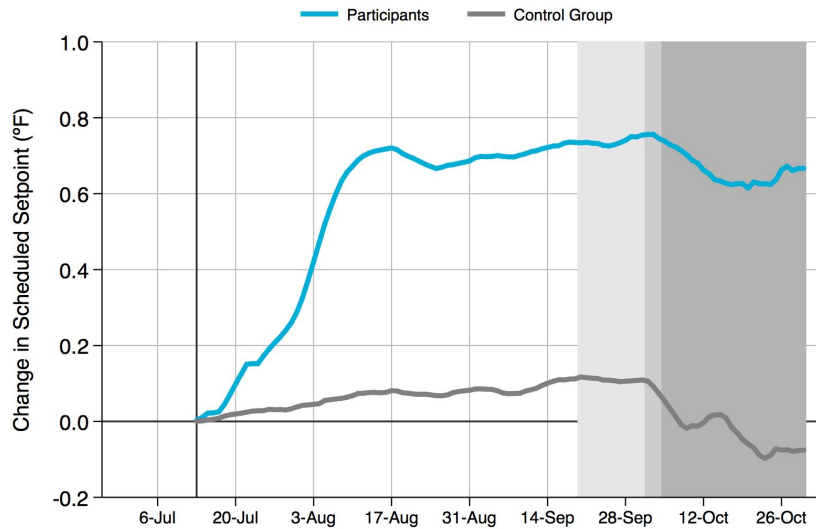


Boost energy savings across thousands of homes,
once or twice per year.

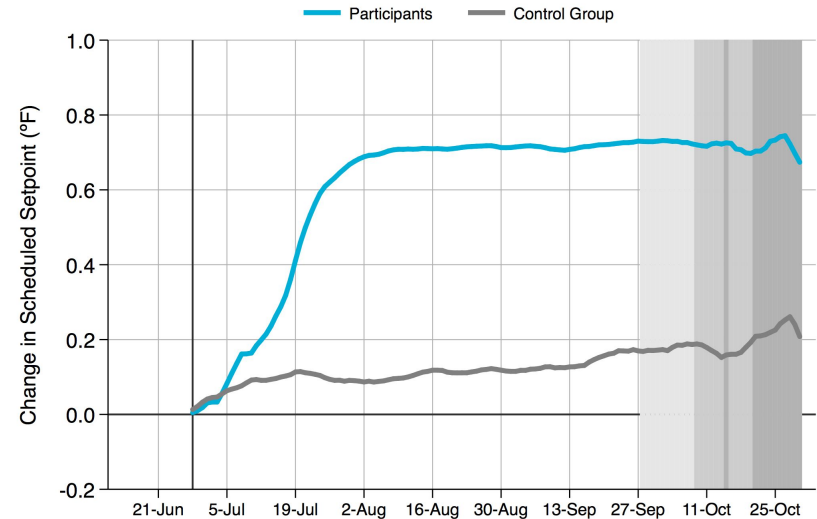




Tuneup drives significant and lasting setpoint changes



Oregon



Wisconsin

Key: Shading shows season ending:

- light=25% no longer cooling
- medium=50%
- dark=75% no longer cooling



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

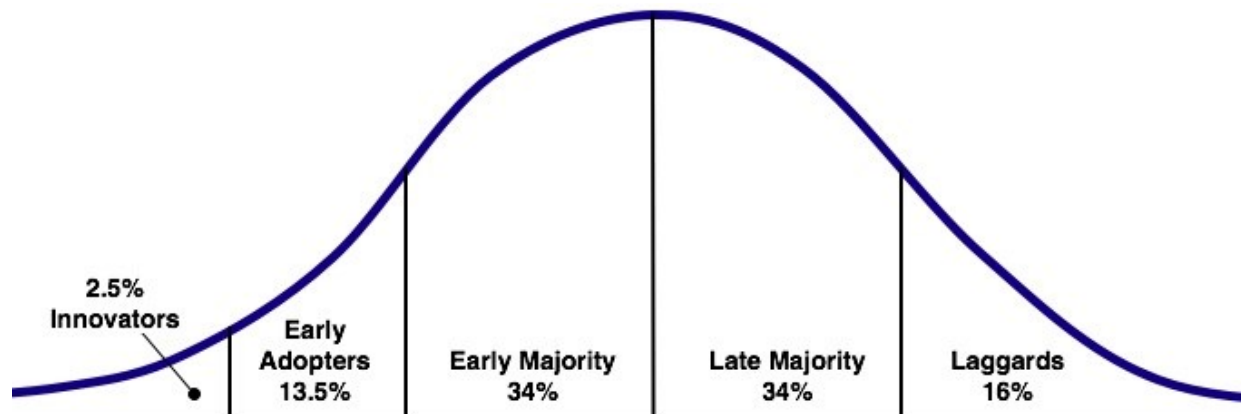


Who's getting connected?

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



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

John Knuth

Senior Program Manager, Illinois

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Thank you

