Do Touch That Dial!

How Satisfied Were You with that Tier II Power Strip?

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Who is Energy 350?

- 25 person firm based in Portland, OR
- EE Program Management & Delivery
  - Building Tuning/RCx/SEM
  - Energy Studies
  - End-Use Metering
  - M&V
- Technology Research
- Evaluation

Tier II Advanced Power Strip Basics

- Saves energy during inactive mode and active mode
  - IR and/or occupancy sensing
- 149 kWh estimated savings
  - Average of 9 sites using pre/post and 42 sites using simulated control
- Costs about $50-$80 retail (non-Bluetooth model)
- Direct-install can be expensive
- Would self-install work?

Targeted Promotion & Post-Install Survey

Make saving energy automatic!

Get an Advanced Power Strip for **only $10** (an $80 value).

Limited time offer

Just plug it in and start saving. Simple!

Get a Tier 2 Advanced Power Strip today to easily manage TVs, DVRs, stereo systems and other devices that waste energy in your home.

They automatically turn off devices when they are not being used and provide premium surge protection.

Order now

We're glad you took advantage of our Power Strip promotion. Please tell us what you think of it!

Participate in our short survey »

How do you like your Advanced Power Strip?

Please take about 3 minutes to complete our anonymous survey this week to participate. Your opinions are important for shaping our future programs and promotional offerings to help you and your neighbors reduce energy waste.

You can participate via your phone, tablet, or computer.

Participate in our short survey »

Promo: 35% open rate; 8% click-through rate

Survey: 20% response rate; 92% complete rate

Survey Findings We'll Focus On

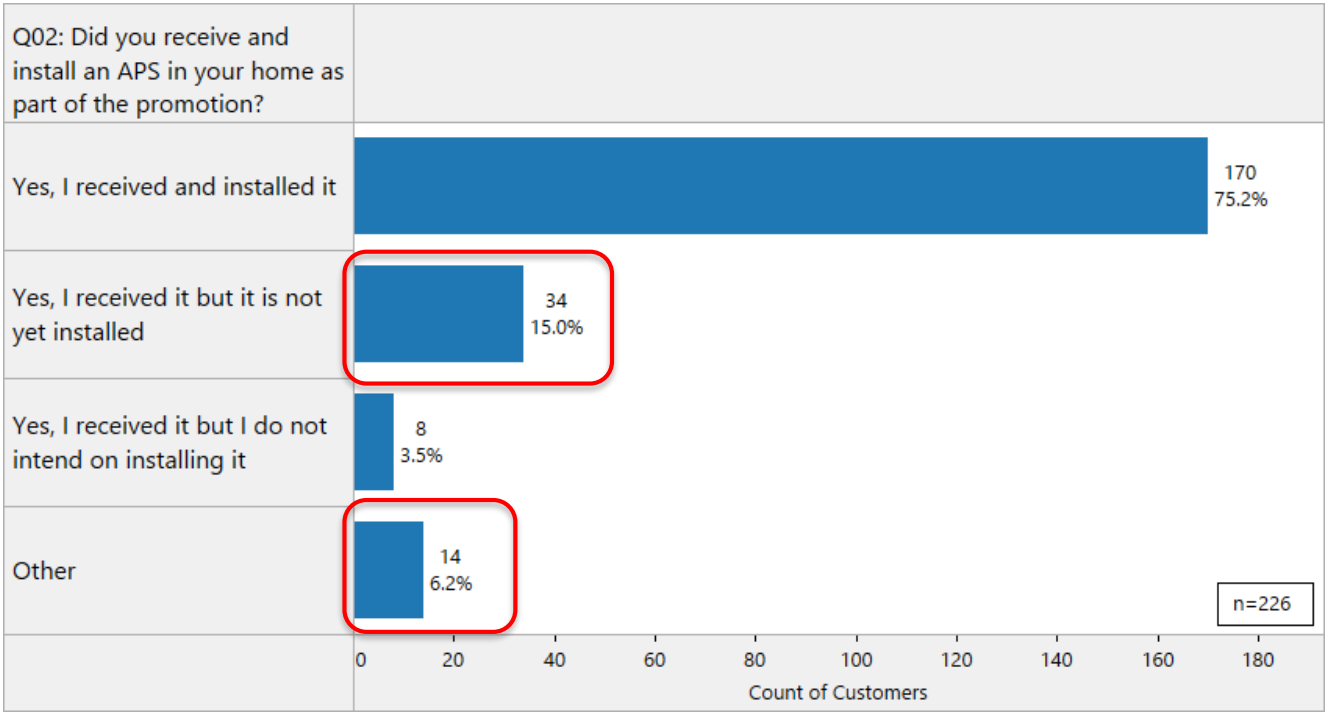
Plan to Cover

- INSTALL RATES
- PERSISTENCE
- SATISFACTION
- PURCHASE MOTIVATION
- SUGGESTED CHANGES
- PROGRAM GUIDANCE

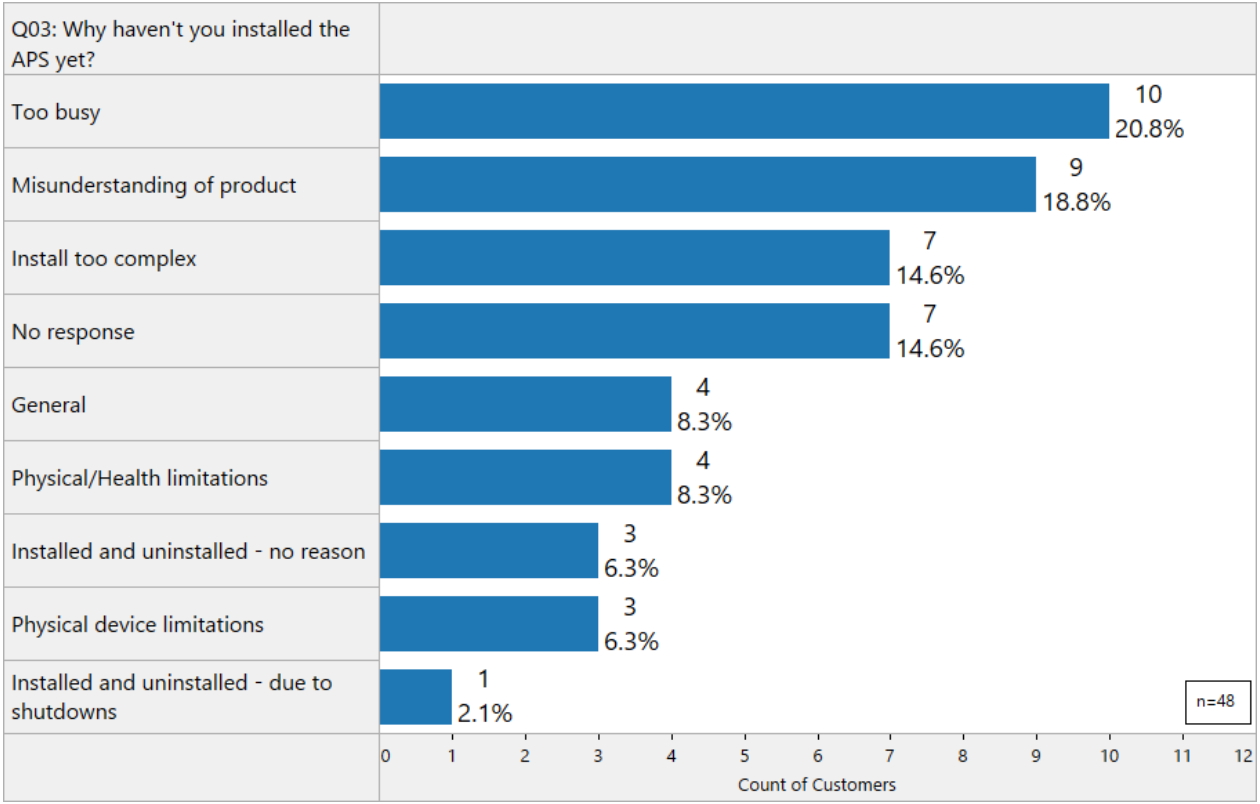
Won't Discuss

- SPECIFIC MANUFACTURER FINDINGS
- VALIDITY OF SAVINGS ESTIMATES

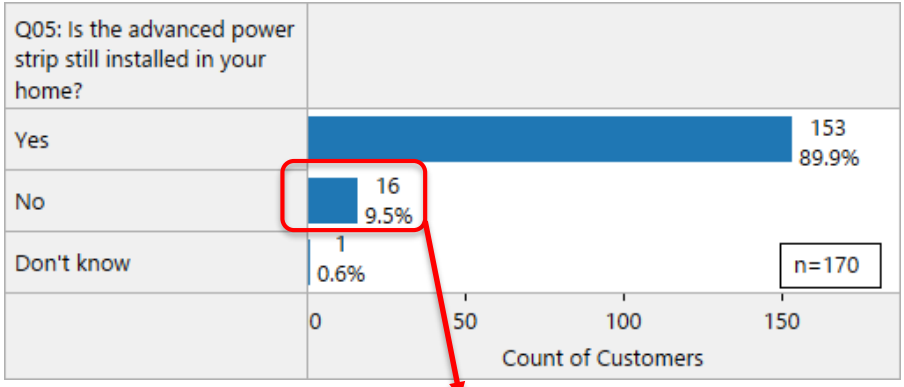
Overall Install Rate



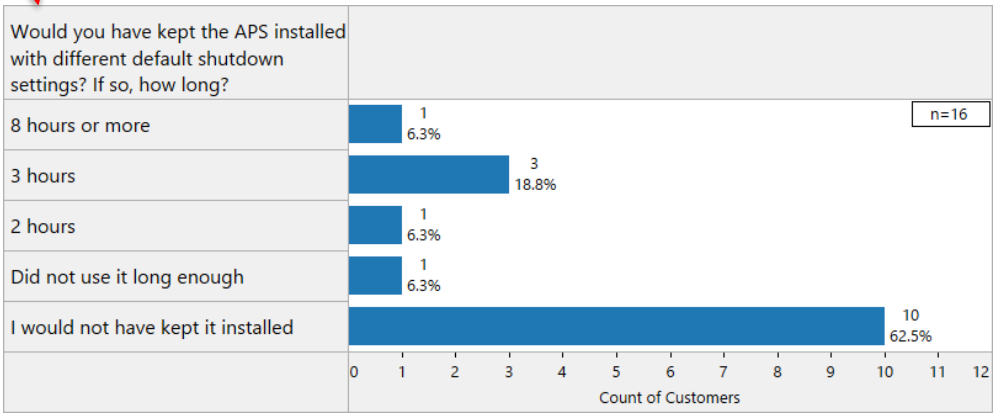
Grouped Reasons for Not Installing



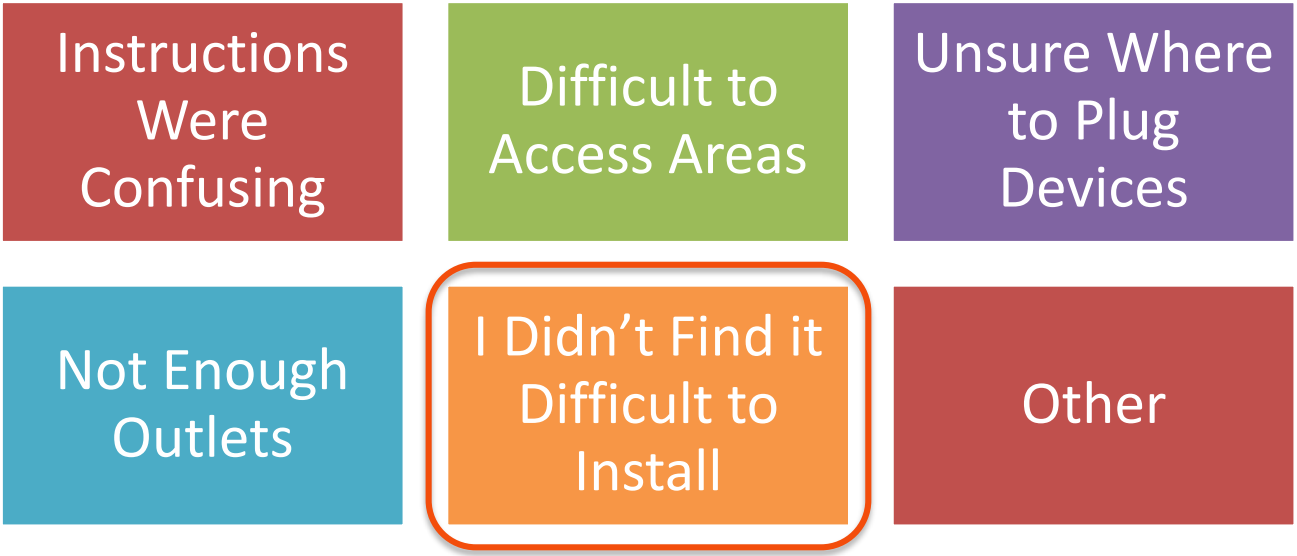
Did You Keep the APS Installed?



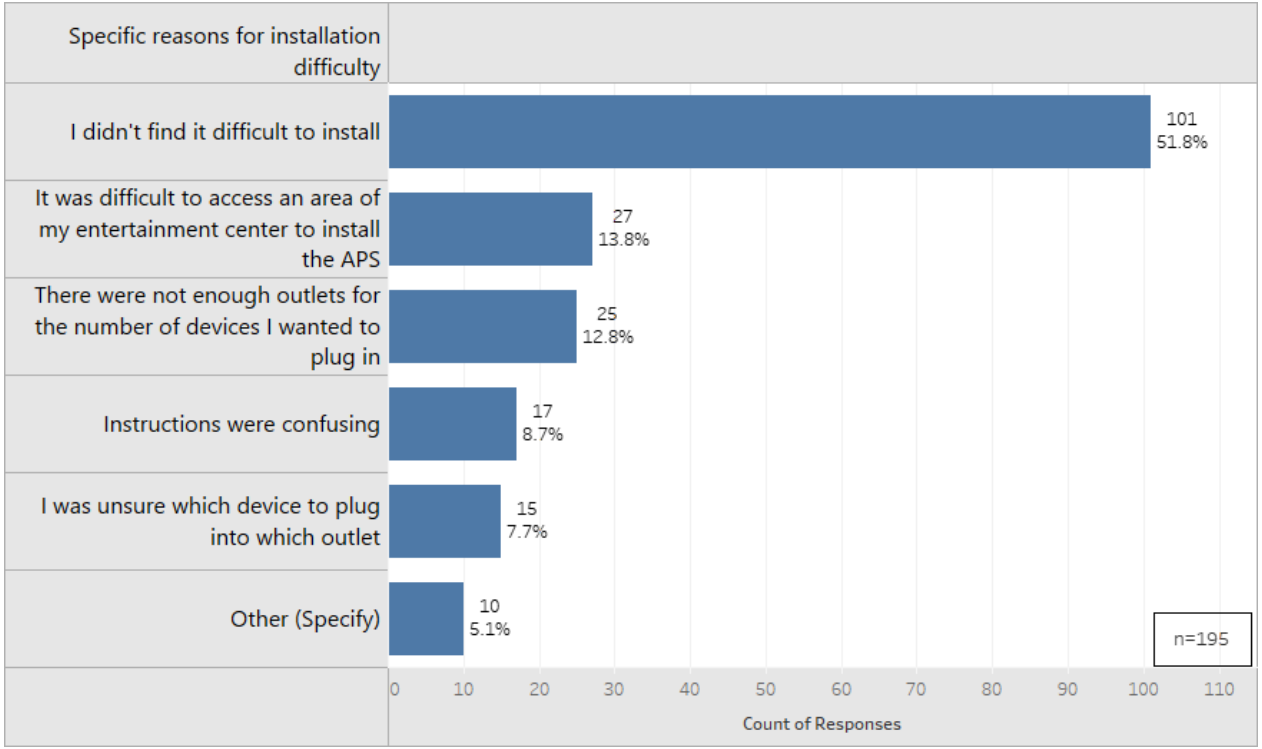
Longer default TV shutdown settings didn't seem to matter



What if Anything Did You Find Difficult?



Was it Difficult to Install?



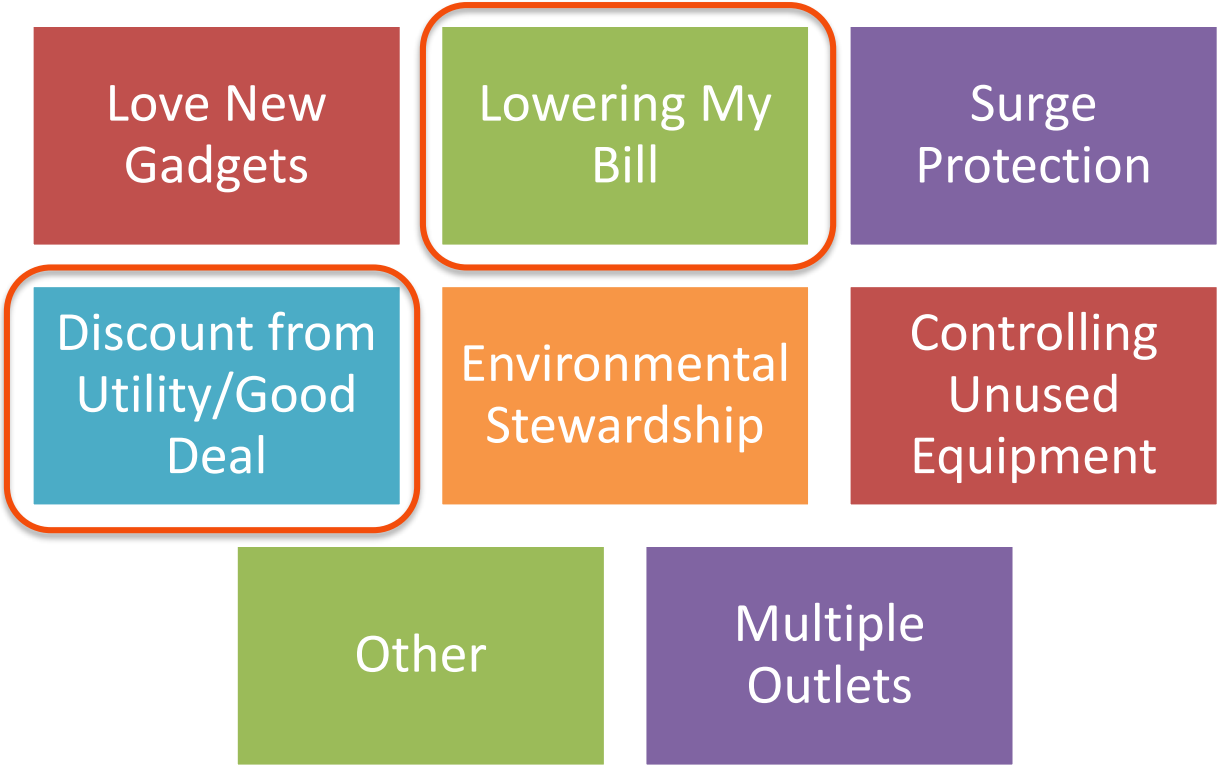
Satisfied **and** still installed

Q13 Q12 How satisfied were you with the APS?	Q05: Is the advanced power strip still installed in your home?	
	No	Yes
Extremely dissatisfied	5 31.3%	4 2.6%
Somewhat dissatisfied	5 31.3%	19 12.5%
Neither satisfied nor dissatisfied	4 25.0%	14 9.2%
Somewhat satisfied	1 6.3%	47 30.9%
Extremely satisfied	1 6.3%	68 44.7%
Grand Total	**16** **100.0%**	**152** **100.0%**

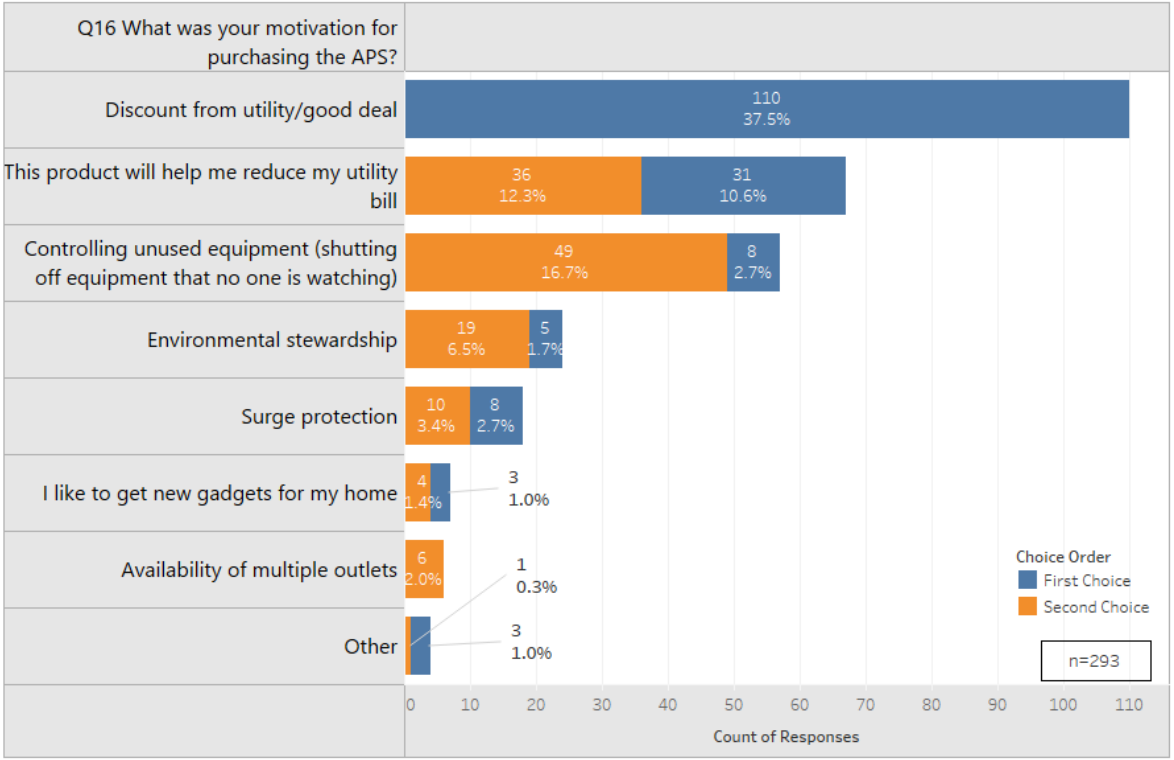
75% of people who were satisfied also had the APS still installed at the time of the survey

As expected, easy install = highly satisfied

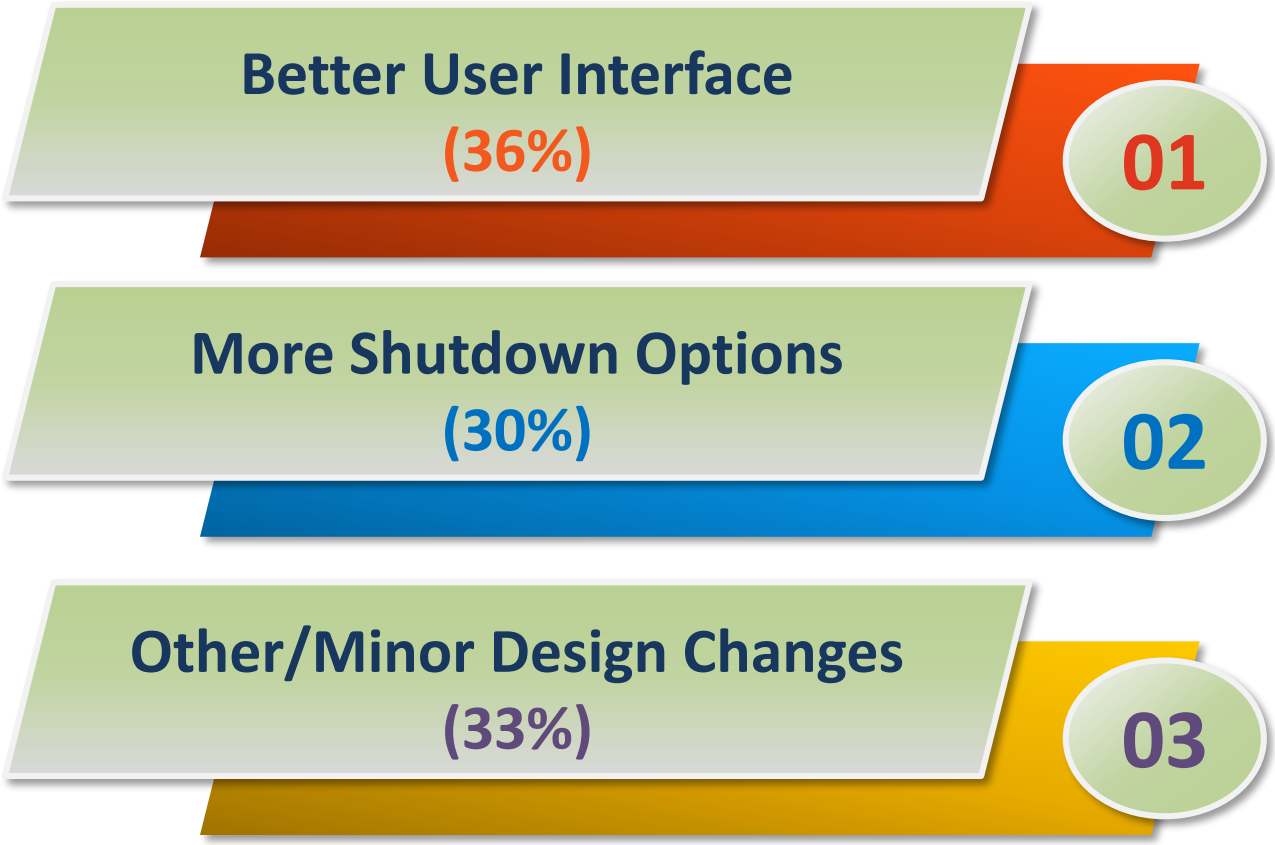
Motivation to Purchase (2 choices allowed)



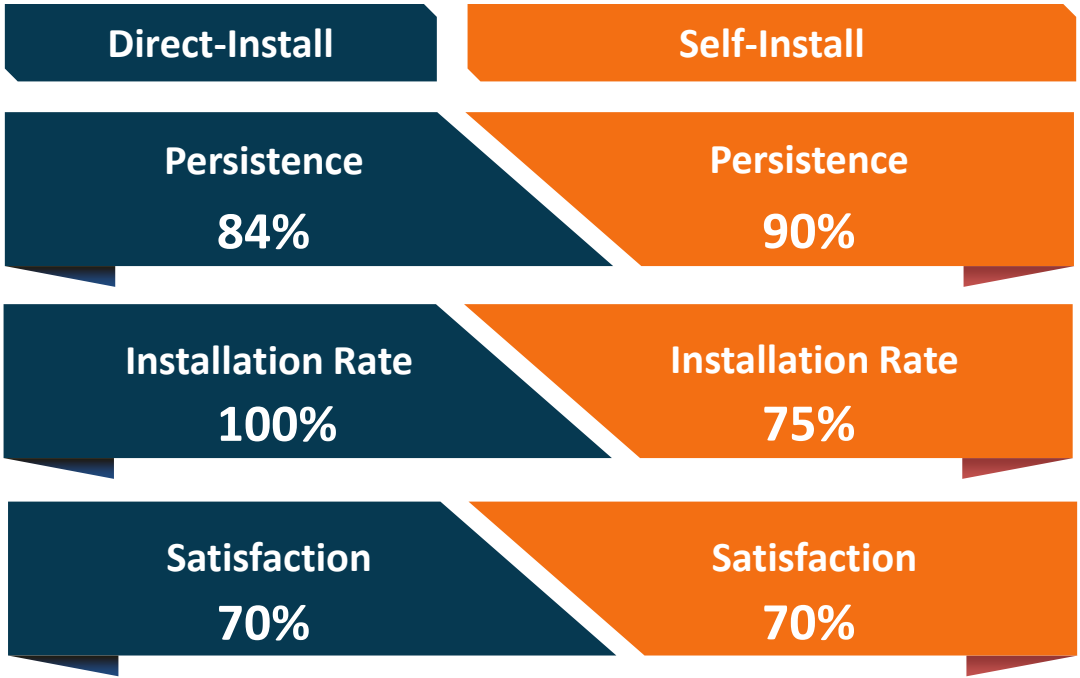
Motivation to Purchase



What did Customers Say Needed to Change (n=53 responses)



Delivery Method Comparison



Direct-Install Source: Energy Savings of Tier 2 Advanced Power Strips in Residential AV Systems. PG&E's Emerging Technologies Program ET13PGE1441

Key Findings and Program Recommendations

GADGET-FRIENDLY DEMOGRAPHIC

- Consider targeted customer roll-out to fine-tune delivery

HIGH INSTALL RATE

- Possible hotline for customer install questions
- Include supplemental instructions on how-to install

NEED DEVICE CHANGES

- Bluetooth compatible models work with newer devices

DISCOUNT IS MOTIVATING

- Cost-effective utility incentives are likely to increase uptake

Thanks!

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