

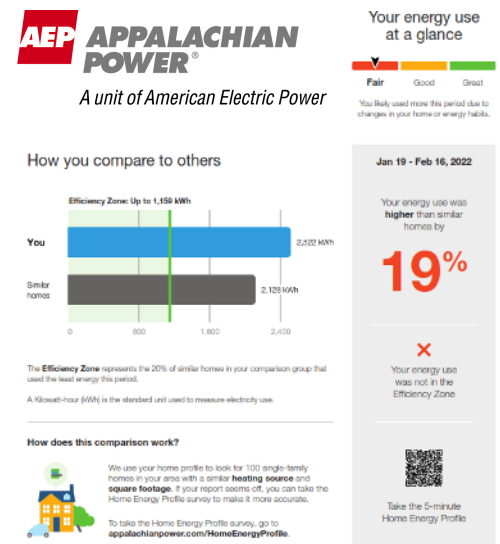
Appalachian Power Company Home Energy Reports

OVERVIEW

Appalachian Power's Home Energy Report (HER) Program began in 2022 as part of its Energy Efficiency Portfolio in Virginia. **Up to 300,000 customers receive personalized reports about how their average usage compares to similar homes.** These reports, deployed through a combination of print and email, not only allow customers to compare their usage to similar homes, but also enable them to discover their busiest energy days, view their home energy profile, see how much energy they used the previous month and their forecasted use for the next one, become aware of how their energy use compares to the previous year, and which of their appliances use the most energy.

The comparison is designed to motivate customers to take self-guided actions, save energy to reduce bills, and help control costs. Customers also have the ability to update their home energy profile through the Home Energy Management section of the Appalachian Power website by answering questions about their homes and energy habits, unlocking a personalized energy dashboard with information about their home. It also provides **personalized recommendations to better manage energy use.**

The Energy Efficiency team also created a **Public Education campaign to educate customers about energy efficiency as a lifestyle and enhance top-of-mind awareness of EE program offerings.** It aimed to teach them that their usage is based directly on how much kWh they use, how to make smart choices to lower their energy footprint, empower them to control their energy usage and, in turn, save money.



The **Virginia Energy Efficiency Council**, a member-based 501c3, launched the Energizing Efficiency Campaign in 2023 to further the mission of advancing EE across the state by showcasing incredible work being done in our communities and inspiring others to act. Learn more at VAEEC.org/Energizing-Efficiency-Campaign.



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CHALLENGES

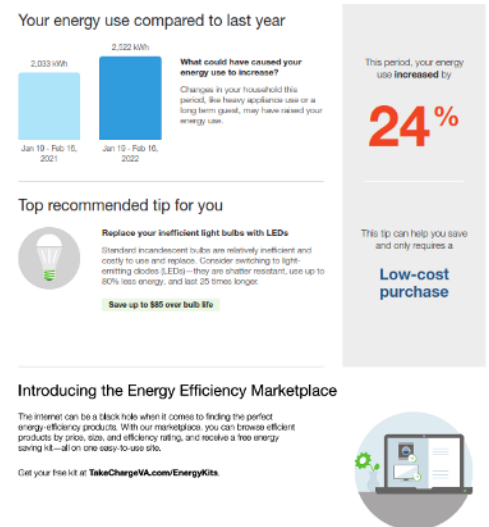
Challenges encountered in this program included a **lack of customer understanding of how to update information**. To overcome this, the EE team sent emails about updating individual home profiles on the website to make energy forecasts, tips, and home comparisons more accurate. These emails led to more than 1,650 profile updates in a two-month period. One other challenge faced was **customer misunderstanding about the definition** of a similar home. Many customers had the misconception that these homes were actual neighbors. Since the goal is to provide the closest comparison possible, much care has been taken to provide clarification to customers explaining the definition of what a similar home is and how it is determined.

RESULTS

The HER Program has been highly successful since it began. The realized and estimated kWh savings are as follows:

- 2022: 26,704,000 kWh (actual),
- 2023: 34,670,000 kWh (estimated),
- 2024: 40,800,000 kWh (estimated),
- 2025: 43,300,000 kWh (estimated), and
- 2026: 43,820,000 kWh (estimated)

In addition, including the **Public Education Campaign** with HER tips helped increase awareness of every day energy habits and how they impact customers' usage. **It performed higher than any campaign the Energy Efficiency Team has launched**, with Facebook ads dominating at 140% over platform benchmark, display ads at 132% over benchmark, and video completions between 58 and 97%.



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