

# Behavioral Program: Home Energy Reports(HER) - *Option 1*

## Eligibility to use MEMD

- Open to all EO providers
- DTE and CE :
  - Program results are measured using randomized control trials (RCT's) using statistically valid sample size
  - Program has demonstrated energy savings at 90% level of statistical significance
  - Annualized results for both utilities will be combined and used to update the MEMD for the succeeding year
  - M&V performed by an independent evaluator

## Program Requirements

- Program delivers paper home energy reports and optionally supplemented with digital communications
- Program offers personalized neighbor comparison based on at least size of home, location, and energy type
- Program provides personalized tips to customers on ways to save energy

# Behavioral Program: Home Energy Reports(HER) *Option II*

## Custom Calculation Eligibility

- Each provider must implement a Michigan based HERs pilot
  - Pilot energy savings are imputed using ratio of expenditures applied to statutory target
- Pilot must demonstrate at least 1 year of proven results to be included in the core portfolio of programs.
- Core program M&V protocol:
  - Program results are measured using randomized control trials (RCT's) using statistically valid sample size
  - Program has demonstrated energy savings at 90% level of statistical significance
  - Annualized results used to update each provider's custom calculation for the following year's energy savings (EO credits)
  - 1<sup>st</sup> year core program uses pilot RCT results
  - M&V performed by an independent evaluator

## Program Requirements

- Program delivers paper home energy reports and optionally supplemented with digital communications
- Program offers personalized neighbor comparison based on at least size of home, location, and energy type
- Program provides personalized tips to customers on ways to save energy