MA DOER Program Recap
September 2015

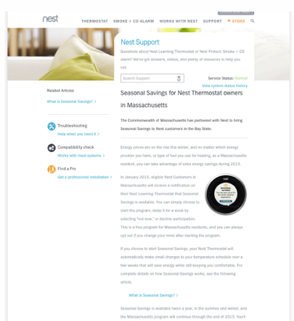
Customer Journey for Winter and Summer Programs

Nest customer receives information about Seasonal Savings via their monthly energy report

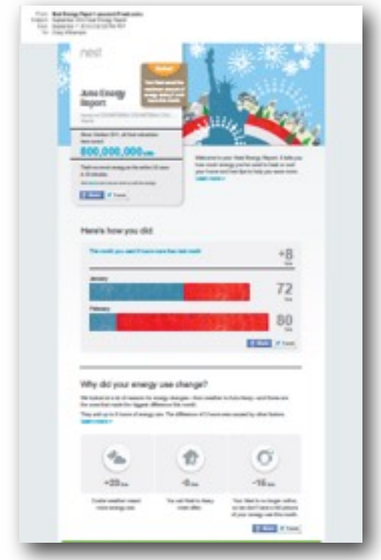
A “Learn More” button takes them to a web article on the program

Customer receives Seasonal Savings invitation on their thermostat display and mobile app.

For the algorithm to begin, the customer *must* click “Continue”



Seasonal Savings deploys on the thermostat for the next ~three weeks



Nest customers can track savings resulting from the program through the Nest Monthly Home Report

Winter Program Overview

Participation	# Thermostats	% of Thermostats
Total Population Sent	37,586	100%
Not Received (not on-line)	1,904	5.1%
Did Not Qualify (primarily devices not in heating mode)	3,108	8.3%
Did Not Opt-In	10,555	28.1%
Exited Early	1,915	5.1%
Completed Seasonal Savings	**20,104**	**53.5%**

The Seasonal Savings algorithm was deployed during the 2nd week of January and ran for the next three weeks. Customer's updated schedules were finalized in early February.

Winter Program Results

3.5%

average heating savings

$21

average savings per thermostat

$44

average savings per customer

+ an additional 12% heatings savings from Nest Learning Thermostat's base capabilities

Total customer savings from the program statewide was nearly $430,000

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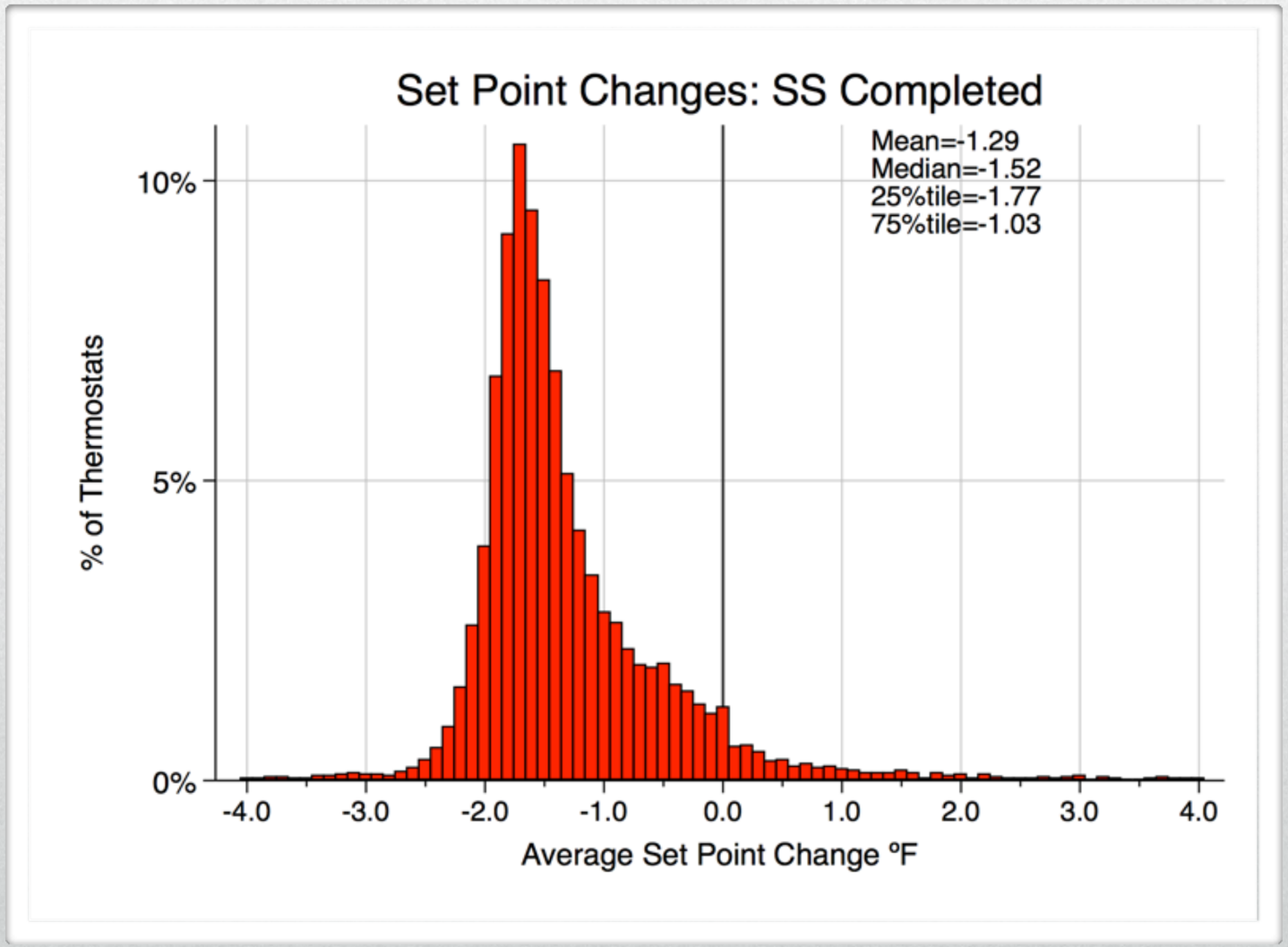
Seasonal Savings Winter Program Savings



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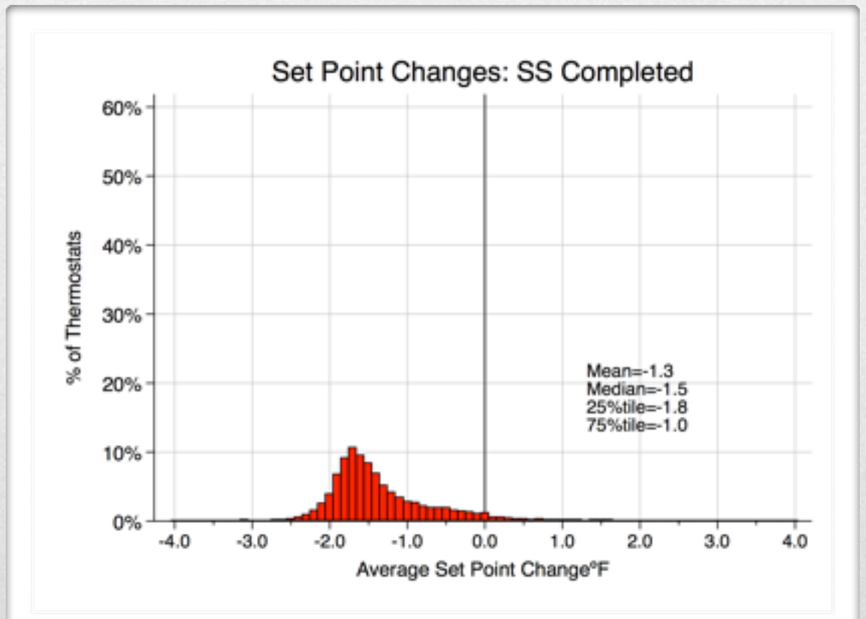
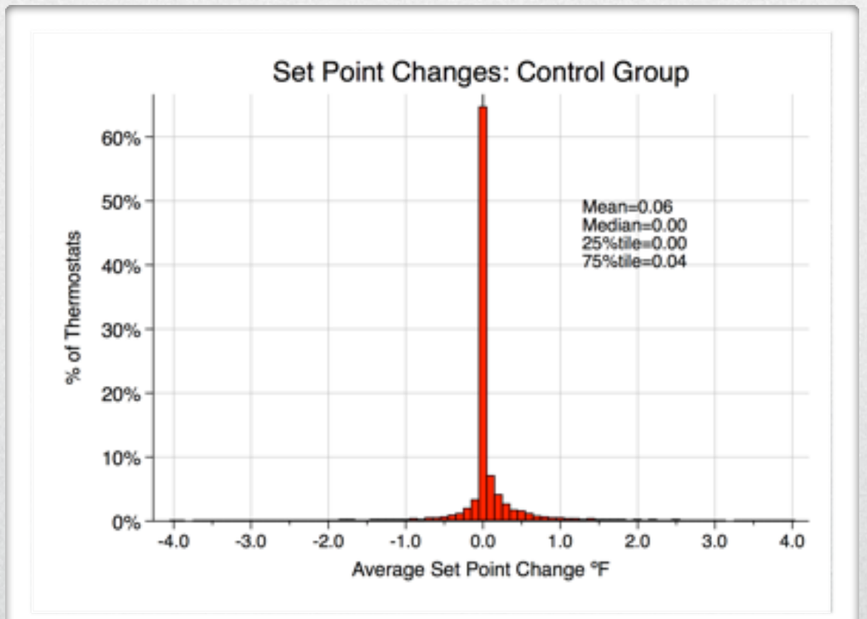
Seasonal Savings Winter Program Savings





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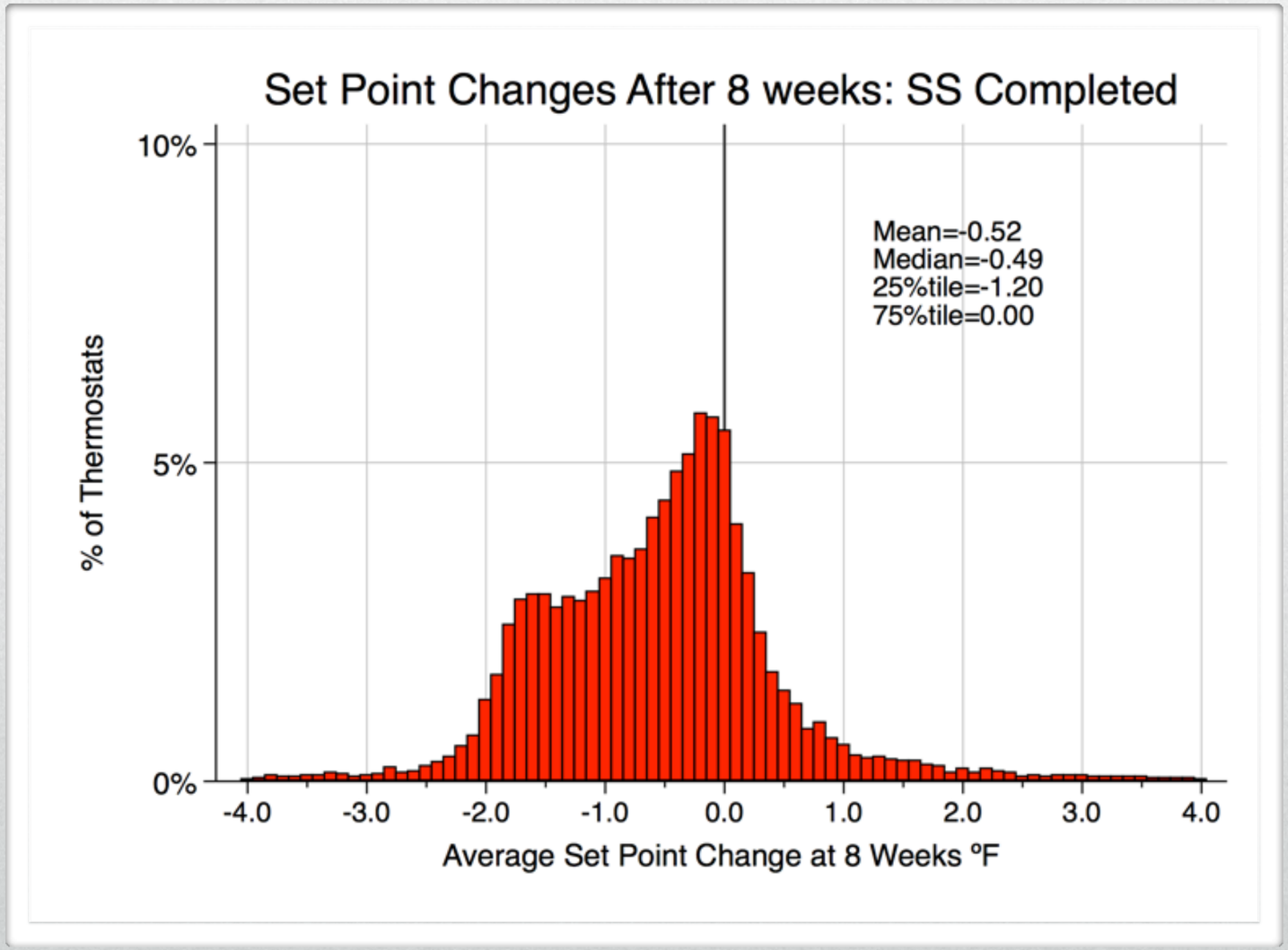
Seasonal Savings Program Savings



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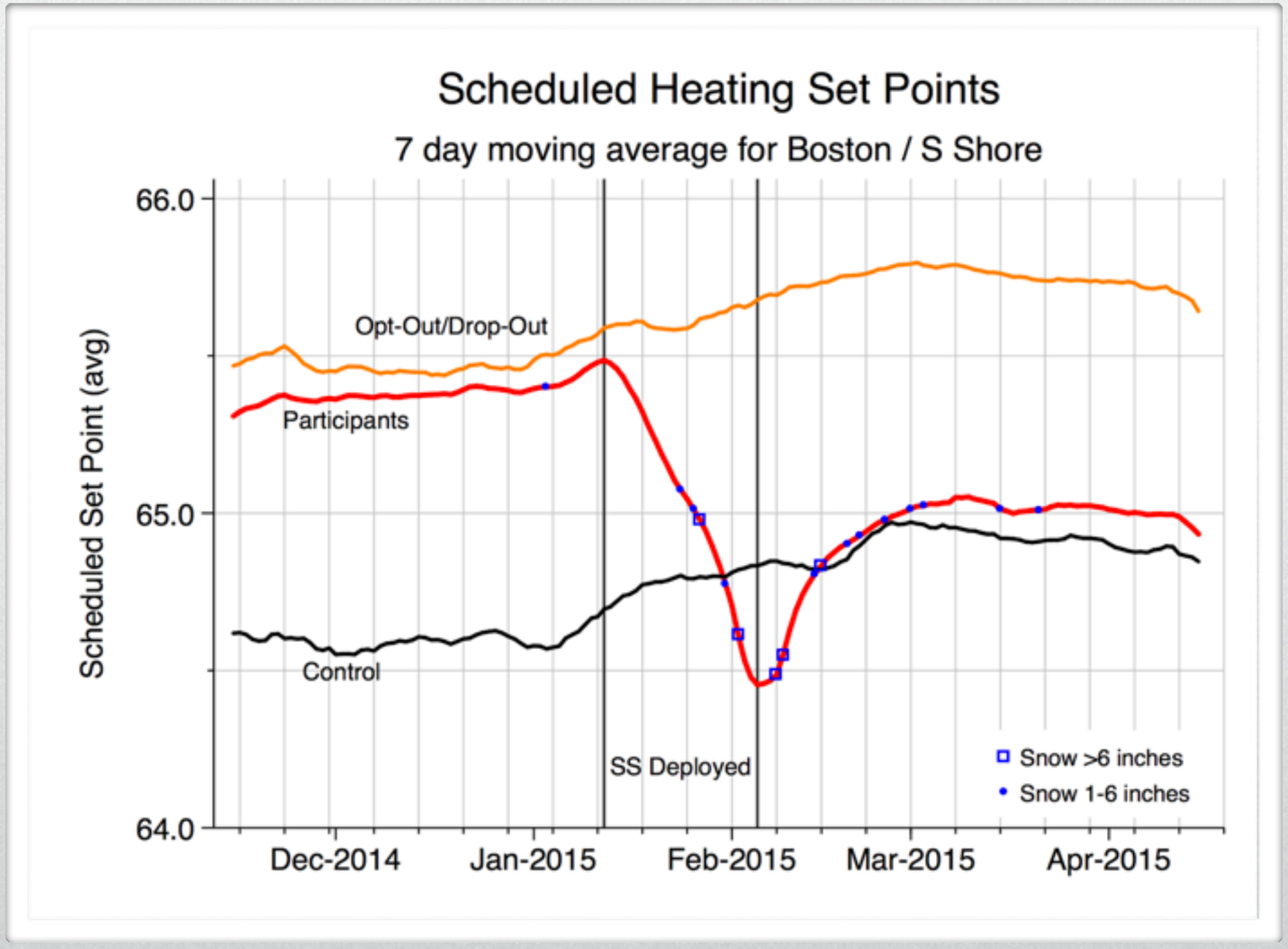
Seasonal Savings Winter Program Savings

1.29ºF

average set point change



0.52ºF

average set point change

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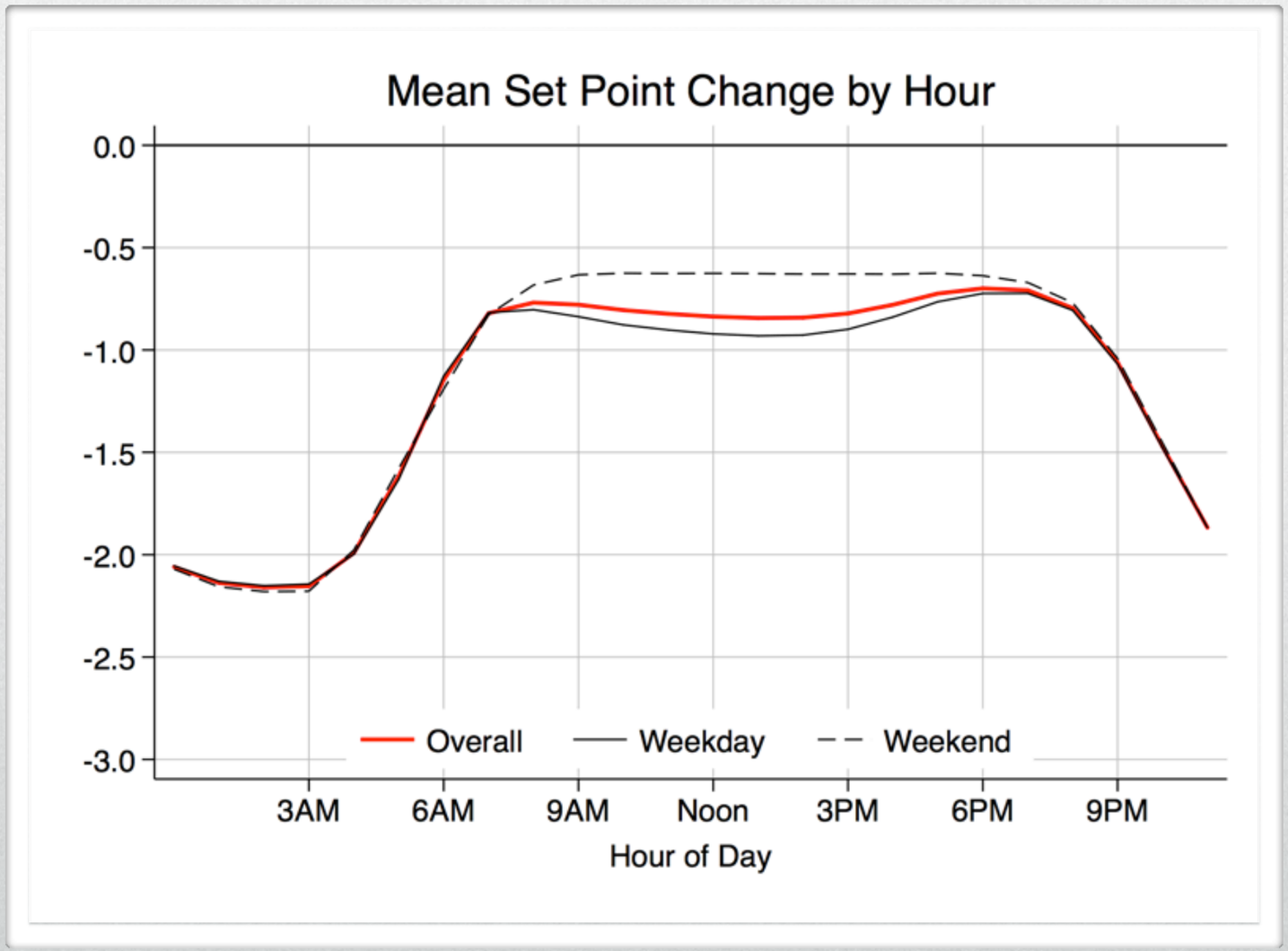
Seasonal Savings Winter Program Savings



Summer Program Preliminary Results

Participation	# Thermostats	% of Thermostats
Total Population Sent	34,000	100%
Not Received (not on-line)	2,100	6%
Did Not Qualify (primarily devices not in heating mode)	10,000	29%
Did Not Opt-In	8,400	25%
Completed Seasonal Savings	**13,500**	**40%**

The Seasonal Savings algorithm was deployed during the 1st week of July and ran for the next three weeks. Customer's updated schedules were finalized in early August.

Formal evaluation data forthcoming

Takeaways and Next Steps

- Algorithm improvements are necessary so that customers will receive the Seasonal Savings program when they switch into correct heating or cooling mode - the result will be more customers eligible for the program
- For next year, deploying the program earlier in the winter and summer will result in greater savings
- This year's winter program was likely adversely impacted by extreme weather (more people were home during the day while the algorithm was running)
- Further analysis on summer program forthcoming