



More Data, Research, and Opportunity:

**One Utility's Dashboard Tool to Boost
Residential Energy Program Participation**

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BECC - November 13, 2023

Hello!

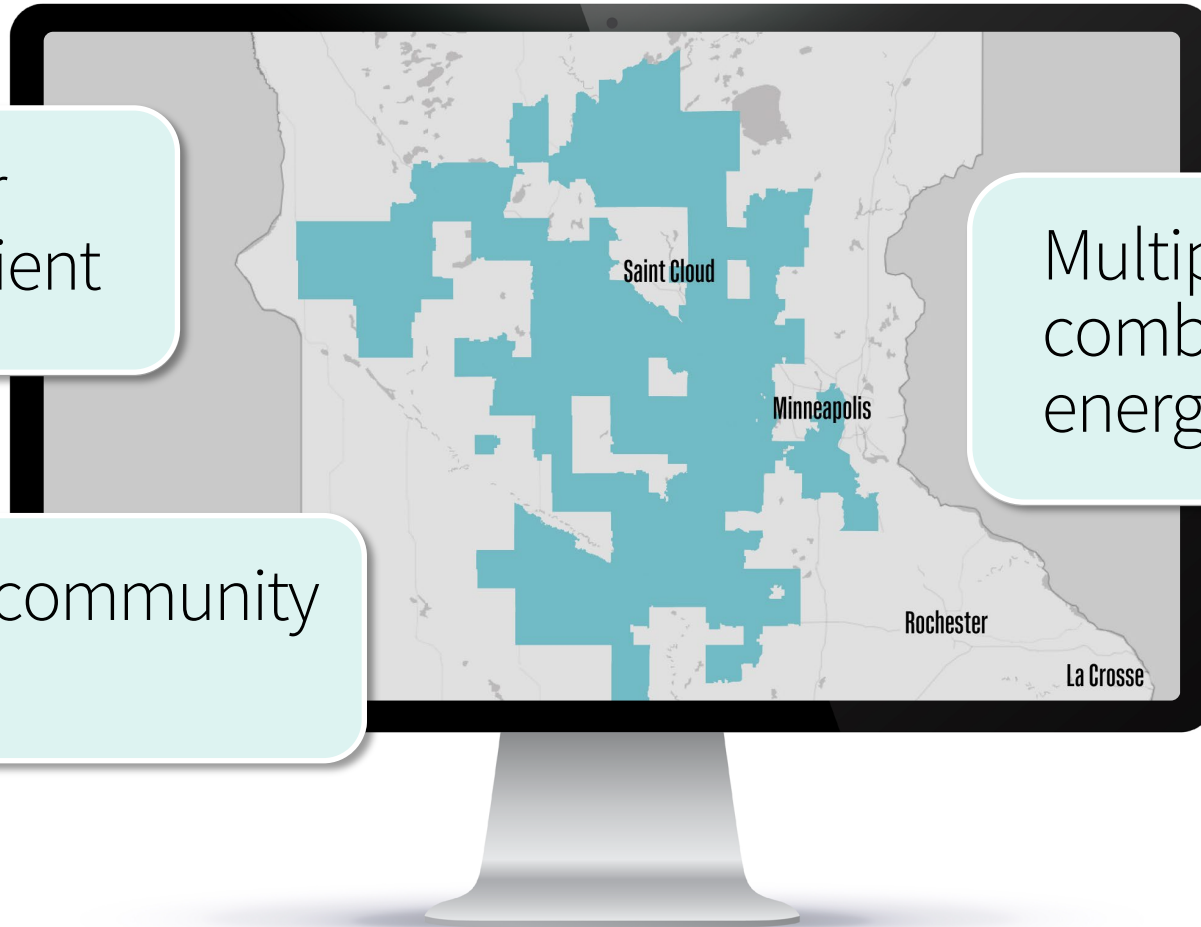
It's Nice to See You

A Unique Dashboard

Developed over time with the client

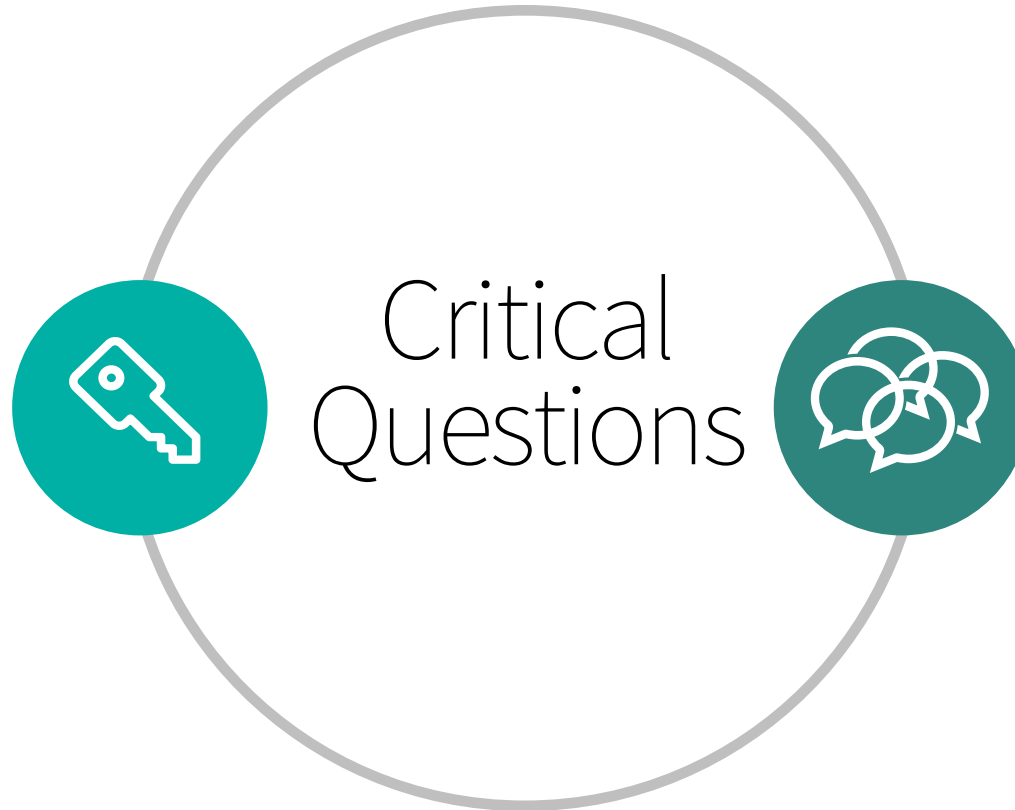
Multiple data sources combined with utility energy data

Shared with community members



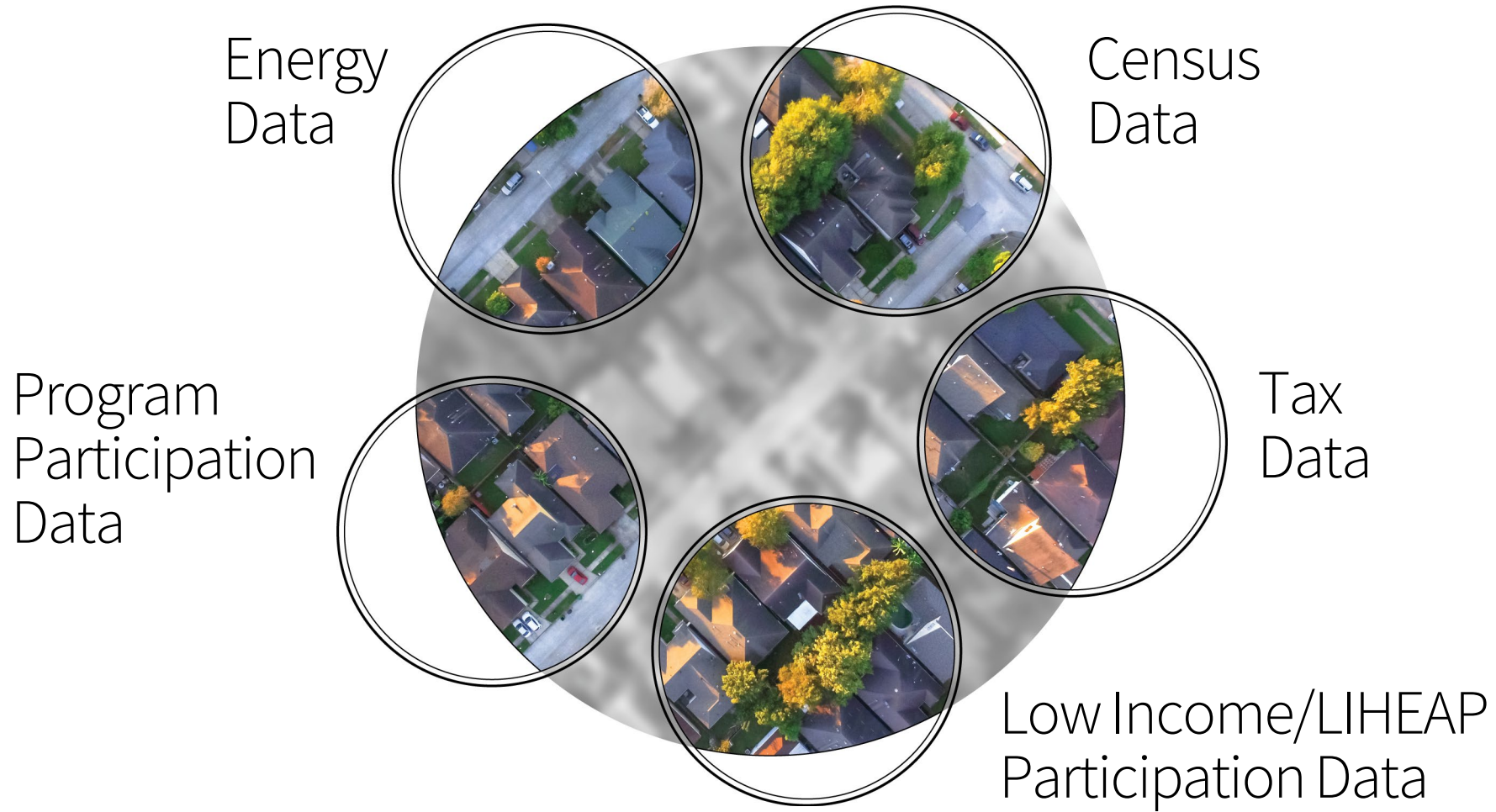
Need From Client

What opportunities
may exist for
new/additional
savings?



What community
research opportunities
are there to help
enable CenterPoint
reach those savings?

Data Sources



MINNESOTA
COMMUNITY PROFILE
DASHBOARD | CONTROL
PAGE 2022

TARGET COUNTS

Tract Count
720

Premise Count (2022)
757,150

POPULATION METRICS

Premise Count (2022)
25 3125

Population Density
(All)

KEY COMMUNITIES

CITY
(All)

Green Zone Tract
0 1

PARTICIPATION METRICS

% HES Participation
0.0% 100.0%

% LIRE & LIW Participation
0.0% 41.3%

% LIHEAP Recipients
0.0% 74.4%

% HIR Participants
0.0% 39.5%

% Furnace Participation
0.0% 100.0%

% Water Heater Participation
0.0% 21.6%

% Thermostat Participation
0.0% 26.9%

HIGH USE METRICS

% High Energy Users
0% 100%

% Old Homes (built before 1980)
0% 100%

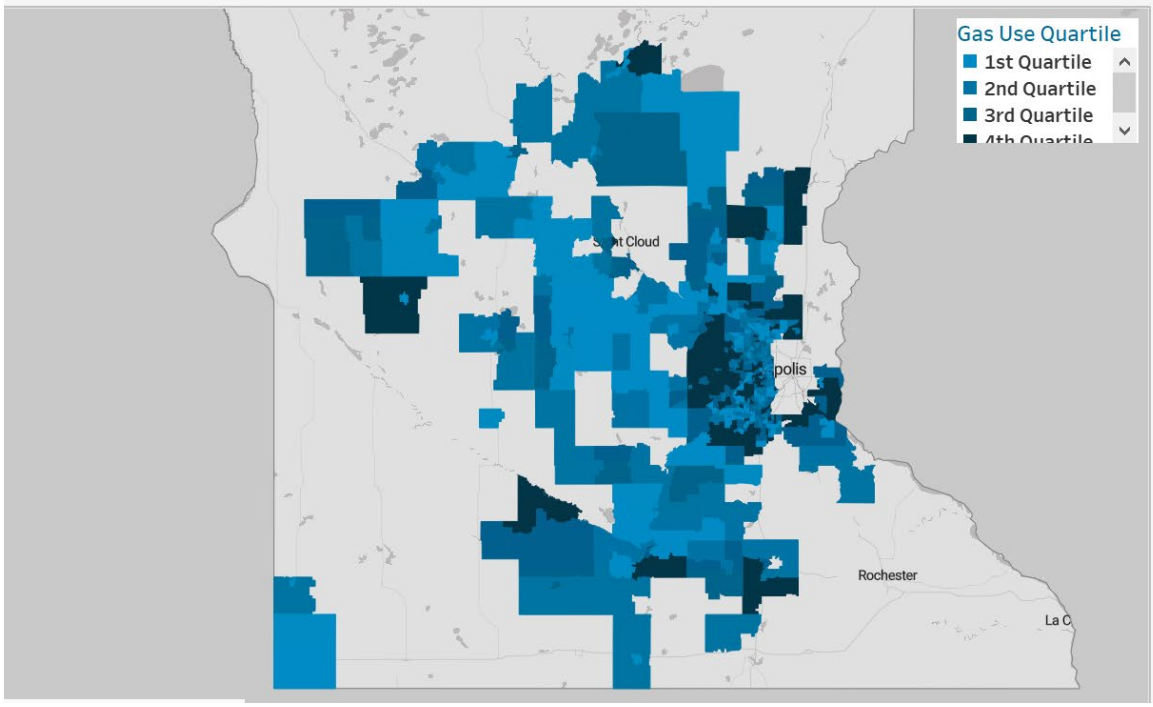
Avg dth/sq.ft
0.010 0.133

HOUSEHOLD METRICS

Median HH Income
\$0 \$250,001

% Multi-Family Homes
0% 100%

% Non-English (Primary Language)
0% 79%



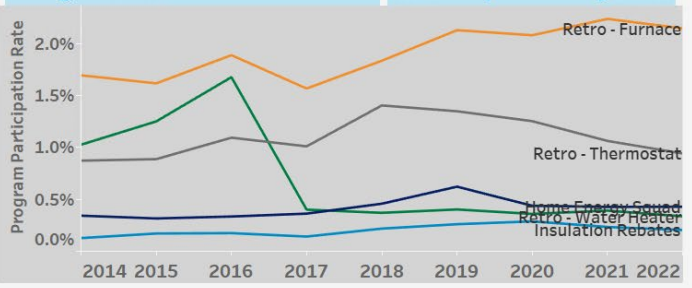


MINNESOTA COMMUNITY PROFILE DASHBOARD | EE IMPLEME..

0.068 Avg dth/sq.ft 1,786 Median Hom.. 1966 Avg Median .. \$90,137 Avg Median .. 757,150 Premise Count 720 Tract Count

You have the following filters applied: Years: 2014 - 2022 • City: All • GZ Tract: 0 to 1 • High Energy Users: 0.0 to 100.0 • Old Homes: 0% to 100%

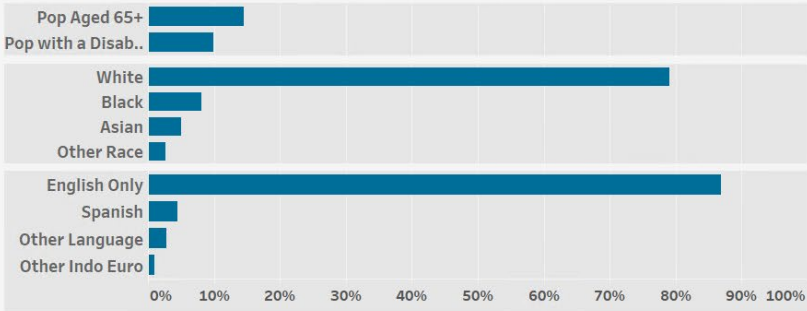
Program Summaries All .. Participation by Ye..



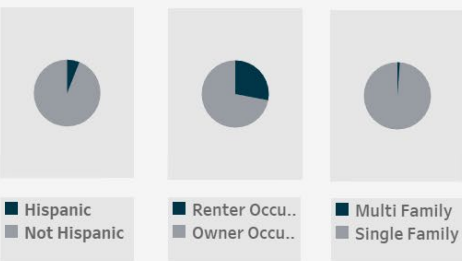
GAS USE | Community and State



DEMOGRAPHICS | U.S. CENSUS



HISPANIC OCCUPANCY HOME TYPE

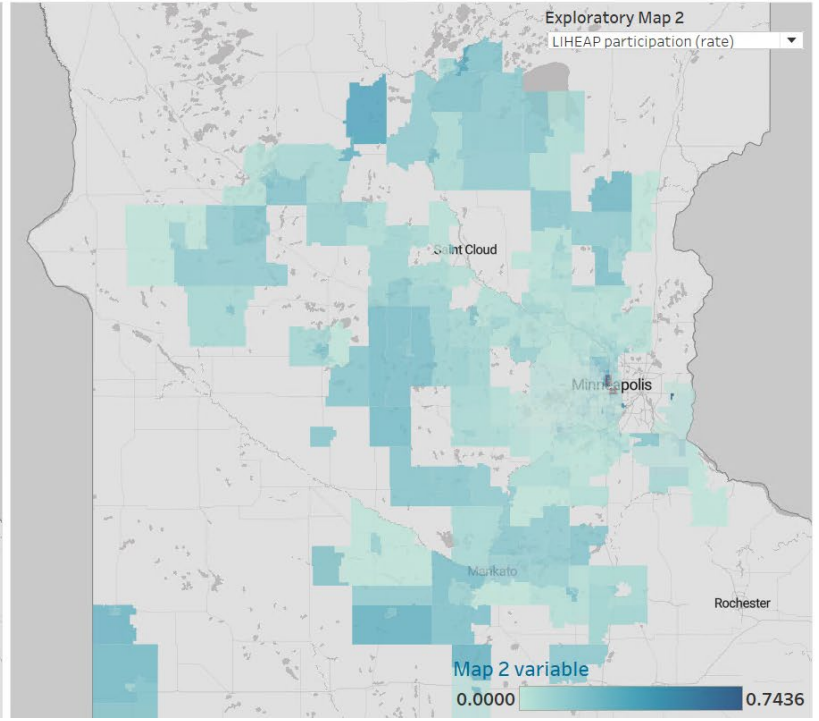
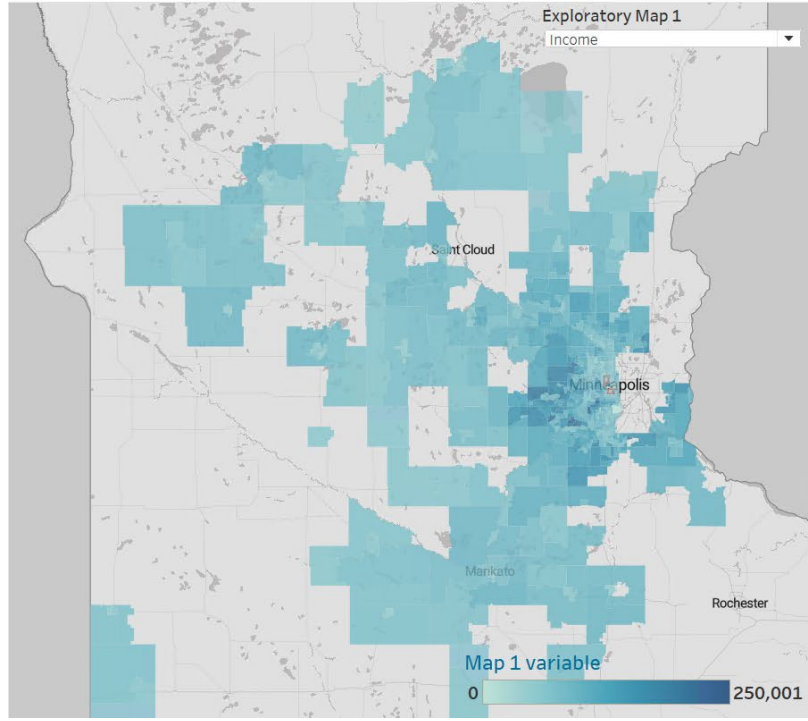


OTHER METRICS

Squad Conversion: **21.8%**
 Participated in LIW or LIRE Programs: **0.6%**
 Households Received LIHEAP Pay..: **8%**

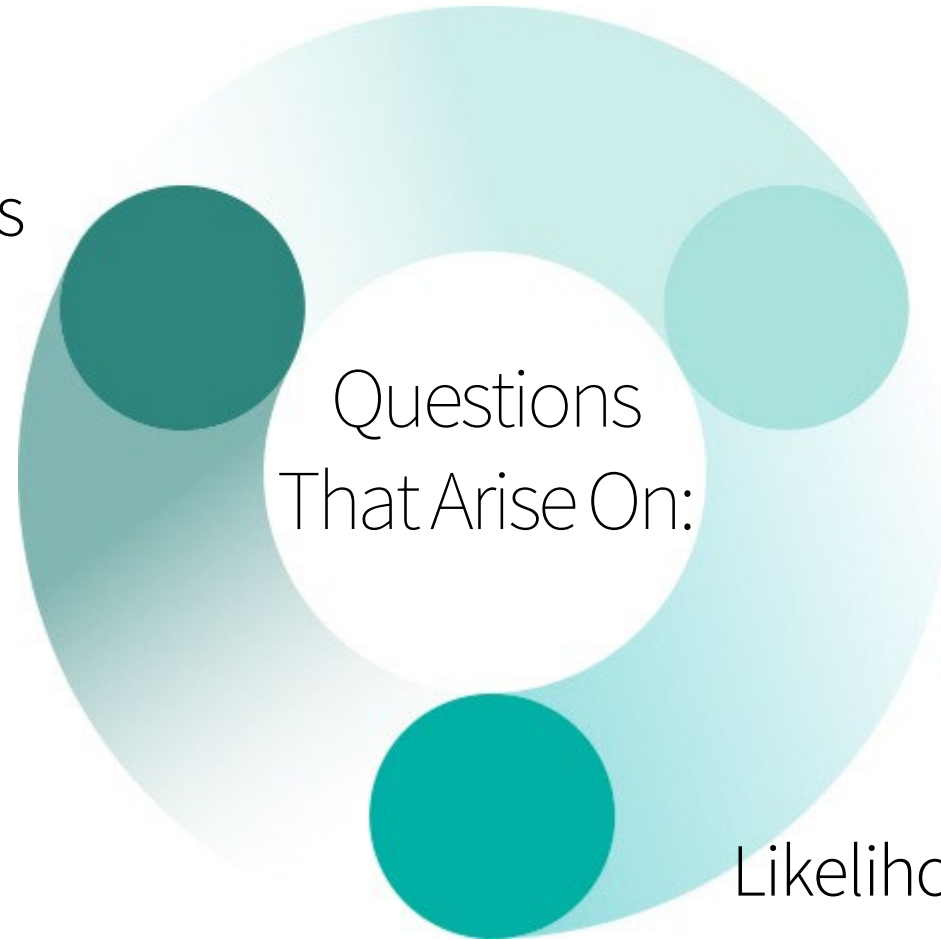


MINNESOTA COMMUNITY PROFILE DASHBOARD | EXPLORATORY MAPS 2022



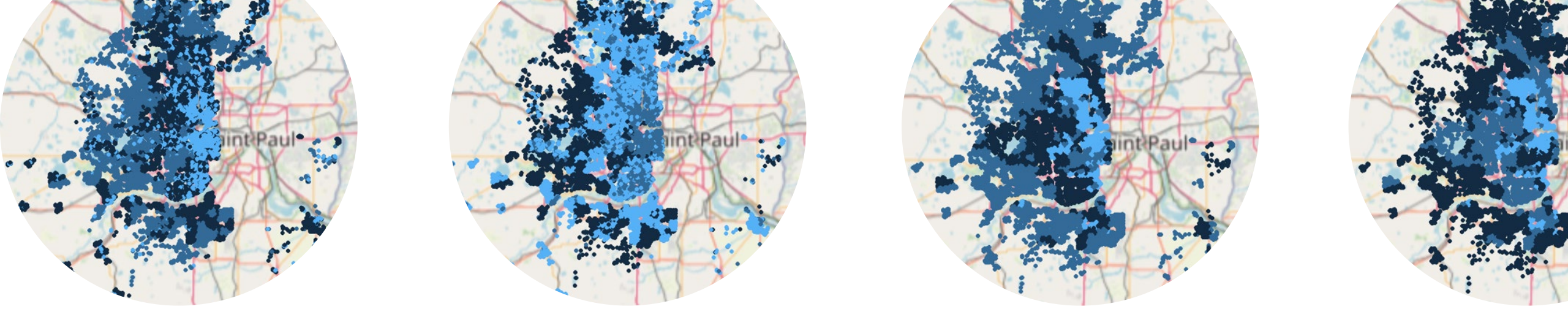
Circular Research Process

Specific Residential
Market Characteristics

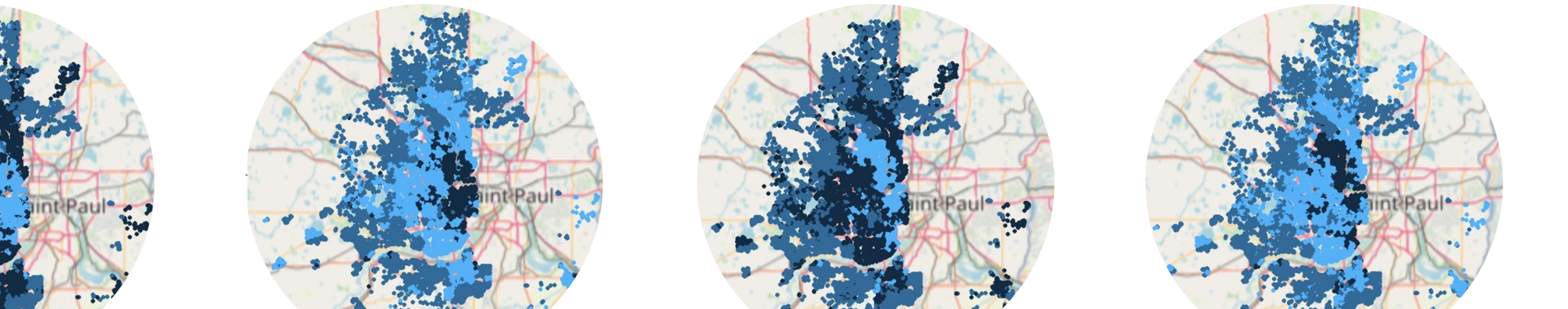


Advanced Analytics

Likelihood to Participate























How does program participation vary across customer segments?

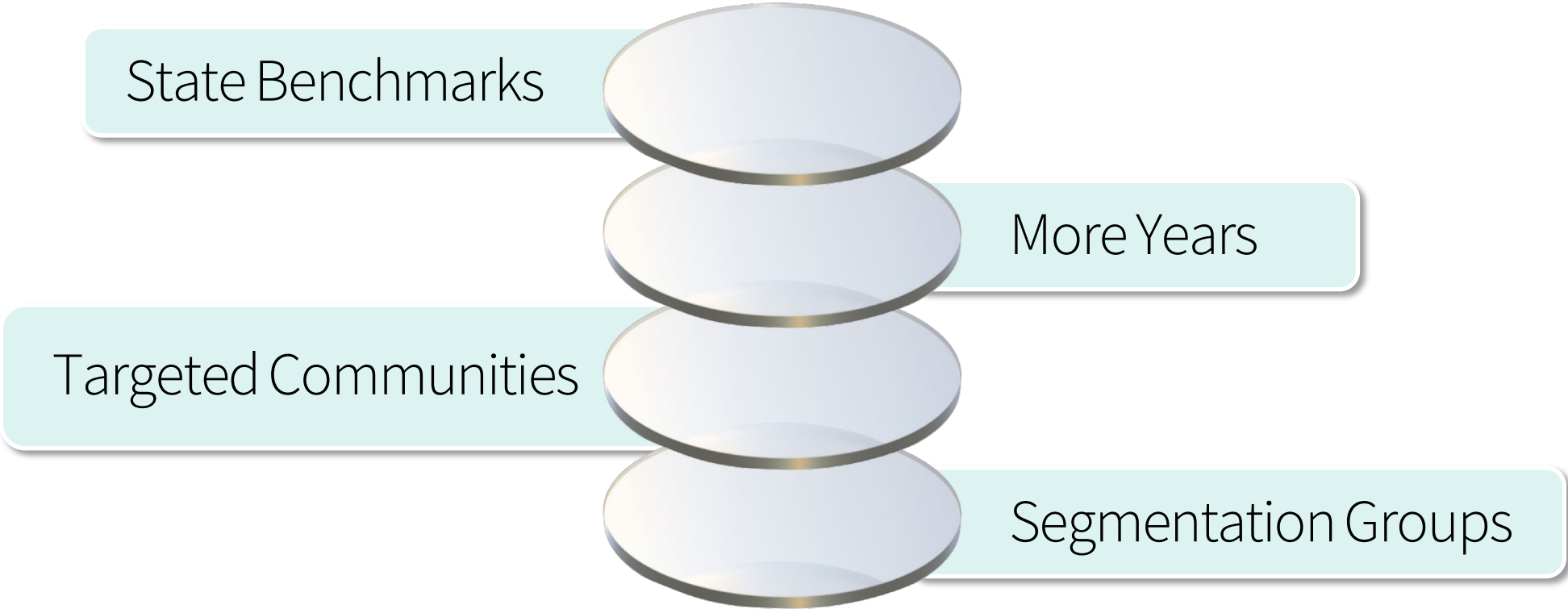


Segmentation Results

Four main groups with distinctly different home characteristics and demographics

<i>Group</i>	<i>Income</i>	<i>Energy Usage</i>	<i>Home Vintage</i>	<i>65+ Population</i>	<i>Geography</i>	<i>Minority Population</i>	<i>Program Participation</i>	<i>Primed for...</i>
1 Middle Income and Energy Use					Suburban		High insulation	More insulation
2 High Income					Suburban		Highest overall; lowest insulation	Water heaters and furnaces
3 Low Income					Urban		Lowest overall; highest LIHEAP and HES	Low-cost programs for renters
4 High Users					Urban		High HES	More insulation and t-stats

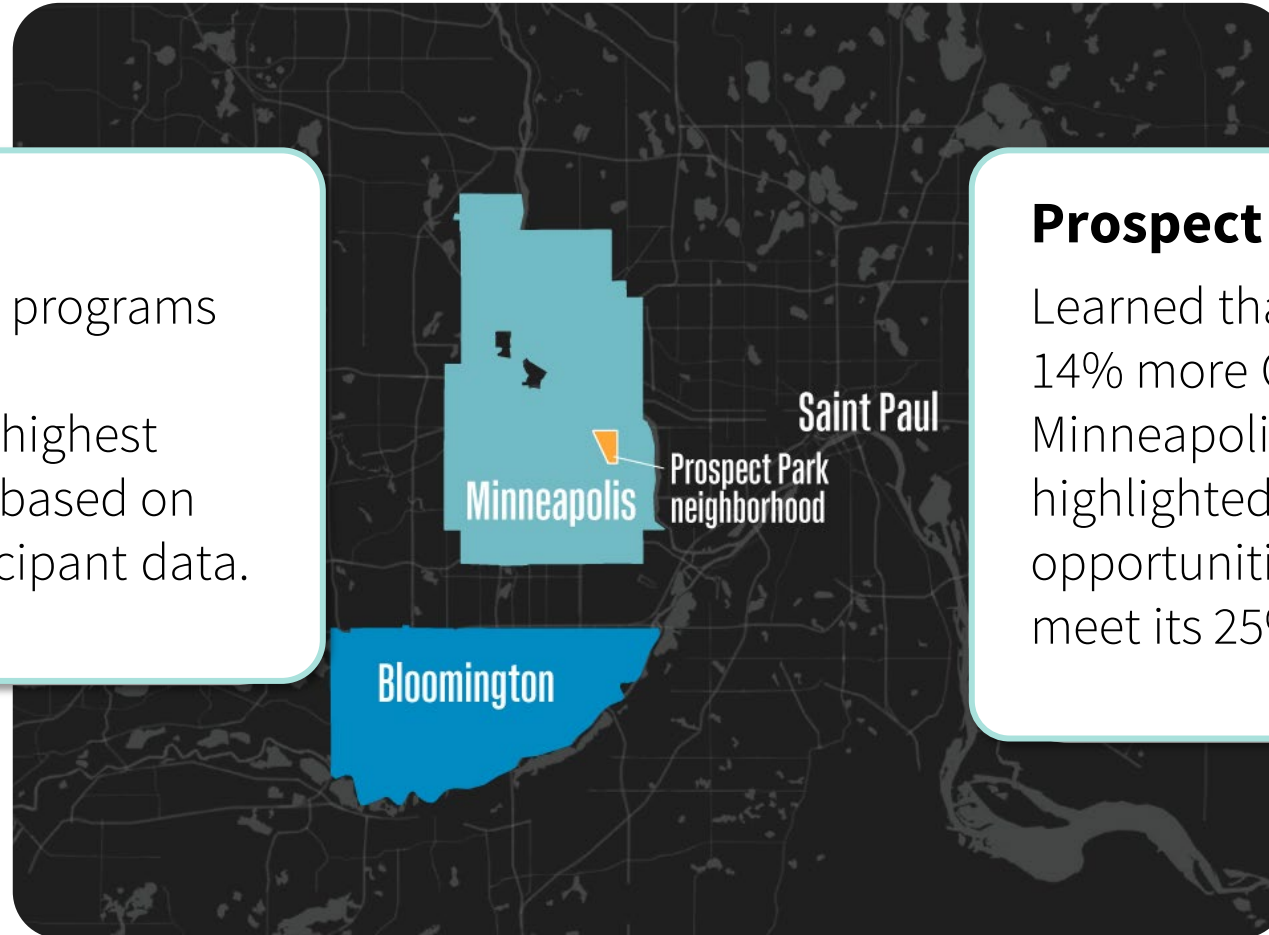
Add dashboard layers



Partnerships

Bloomington

Identified CenterPoint programs to ostensibly increase participation with the highest recruitment potential based on peer community participant data.



Prospect Park

Learned that its residents produce 14% more CO2 than the rest of Minneapolis. The dashboard highlighted program opportunities to reduce CO2 and meet its 25% by 2025 goal.

Best Practices

For dashboards that identify program opportunities

Create a dashboard as a tool

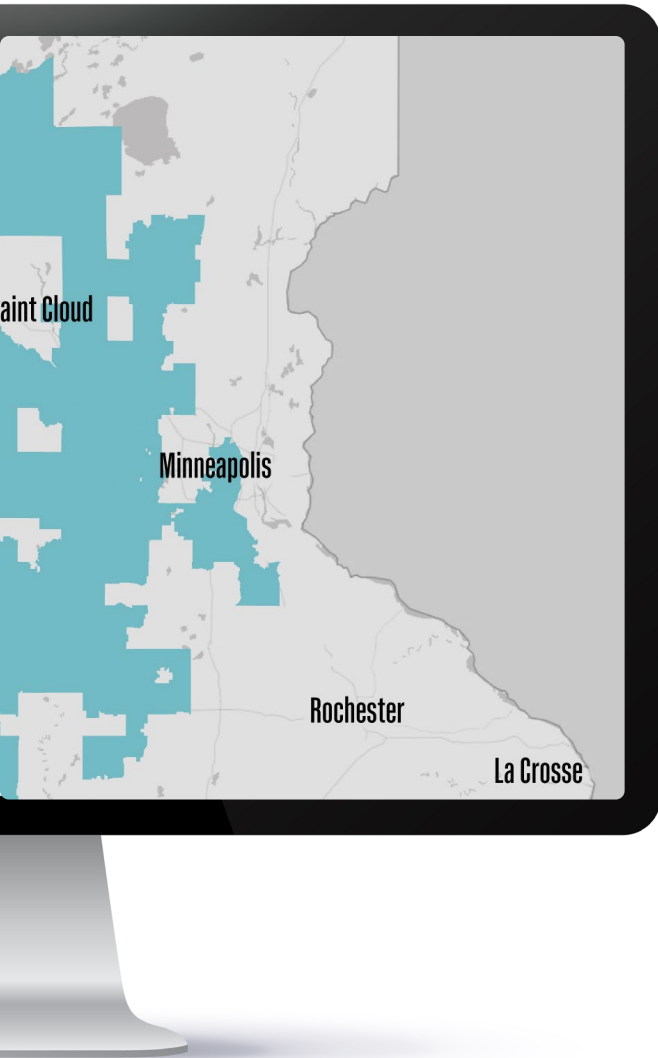
Use the dashboard as a visual aid to form questions and to consume a ton of data in a manageable way

Manage the dashboard data for scalability and updates

A key benefit of a customer dashboard is the ability to add on new information for new priorities and frequently update the data

Plan for sharing the dashboard with partners

Sharing the dashboard internally and externally creates opportunities to quickly incorporate available data into program planning



Contact

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