



CITY OF
PALO ALTO

HOME EFFICIENCY

GENIE

Home Efficiency Genie Program
Pivots to an Innovative Virtual
Customer Engagement Platform
During the Pandemic

About CPAU

At a Glance

- Annual load: ~1,000 GWh
- Peak: 180 MW
- Approximately 29,500 customers
- Current Supply
 - **100% Carbon Neutral**
 - Hydroelectric
 - Wind PPAs
 - Biogas (LFG) PPAs
 - Market power (and RECs)
 - Large solar (utility scale) PPAs
 - Local solar (NEM 1 and 2)

Services and year established

Water – 1896

Wastewater – 1898

Electric – 1900

Gas – 1917

Fiber – 1996



Home Efficiency Genie Program

- Emphasis – health, safety, comfort, efficiency
- APPA - National Energy Innovator Award 2019
- High customer satisfaction – Net promoter score: 9/10
- 94 % of Genie customers are *Very Satisfied* with CPAU
 - Compared to 76% of CPAU customers overall & 57% of muni customers statewide
- Expanded program features
 - Genie Express – on the spot quotes - upgrade projects
 - Electrification Report – individualized roadmap



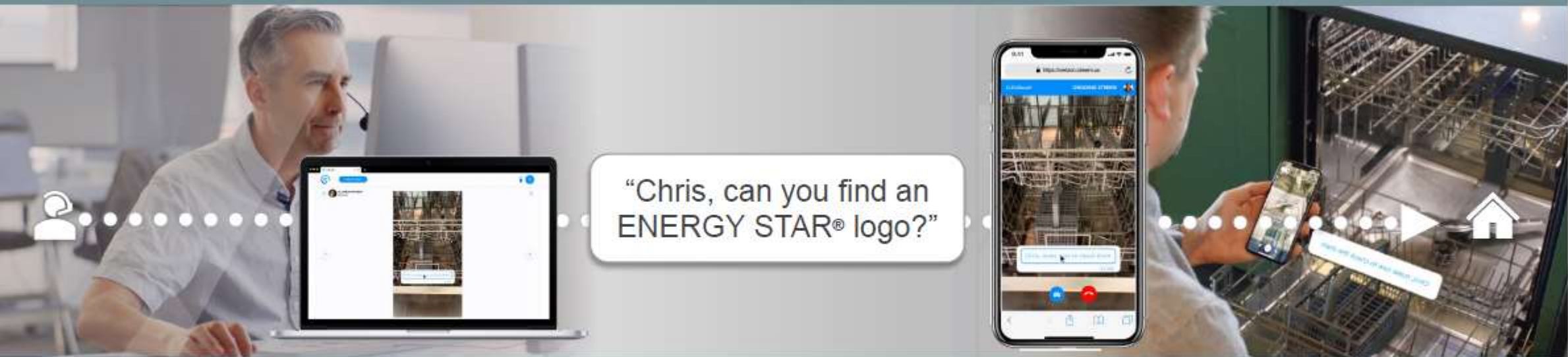
Pre-COVID Home Efficiency Genie Program

Trusted Advisor

- Free ***over the phone*** efficiency advice
- In-home visits with comprehensive evaluation (subsidized - customer price \$149)
 - Building envelope testing – blower door and duct test, infrared camera
 - Direct install improvements – LED bulbs, Smart power strip, water saving devices
 - Detailed report with actionable items
 - List of home performance contractors



Virtual Home Efficiency Genie Program



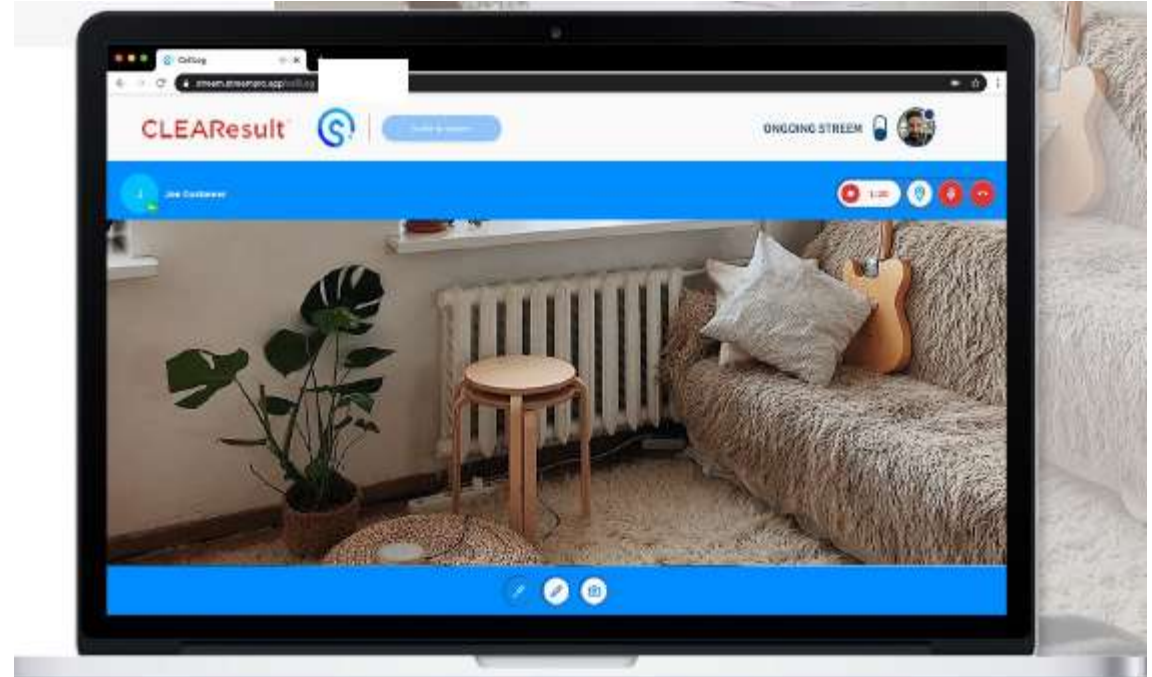
+ Video - Remote Call

+ Data - Intelligent Contextual Capture

+ AR - Enhanced Collaboration

Virtual Home Efficiency Genie Program

- Engagement is driven by the customer
 - More personable and educational
 - In-home assessment is driven by the Genie Technician
- Emphasis is on customer's safety
- Flexible scheduling
- Shorter time commitment
 - Virtual assessment is about 1-2 hours
 - In-home assessment typically 3-4 hours
- Lower operating costs – no travel costs
- No in-person interaction means fewer liabilities



Virtual Assessment Challenges

- Limitations
 - Not technically based measurements
 - More of a visual inspection rather than a data driven analysis
- Technical challenges
 - Wifi range
 - Internet issues
 - Audio issues
 - Older phone compatibility
- Satisfaction guaranteed
 - Refunded if smart phone platform isn't compatible



Program Testimonials/Comments



“Fabulous; much better than I would have expected. He has listened to me and is willing to provide, as much as possible, what I'm after.”

“I found the Home Efficiency Genie virtual assessment experience quite informative and helpful to our decision making. Tony helped me conduct a virtual tour of my house, both inside and outside, with my smartphone. This was very straightforward to set up, and an effective remote way to show important aspects of my home during the pandemic. Tony was quite knowledgeable, articulate and personable as an expert remote 'tour guide'.”

Program Participation

Assessments	All Time (Since 2015)
Comprehensive Completed	350
HERA Completed	13
GE Completed	6
Virtual Assessment	24
Virtual HERA	15

Thank you

Questions?

Shelby Sinkler

City of Palo Alto Utilities

Shelby.Sinkler@cityofpaloalto.org

650-329-2525