



Insights from the Magic 8 COVID-19 Ball



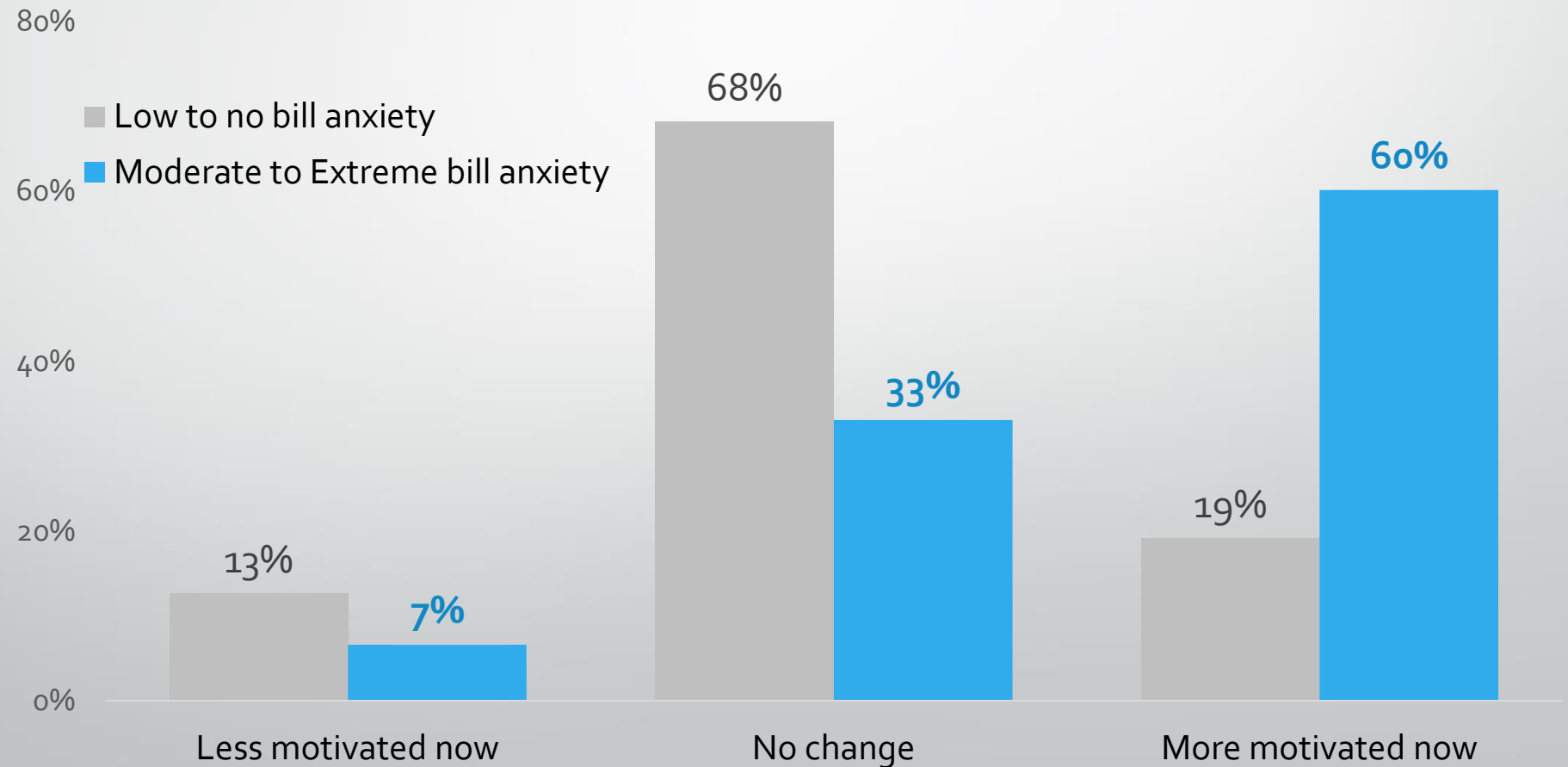
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Magic 8 Ball Information Sources

- OPOWER national residential customer survey
 - ✓ Completed in February 2021
- The Northwest Energy Efficiency Alliance
 - ✓ End Use Load Research Project
- MidAmerican Energy residential and nonresidential customer surveys
 - ✓ Most surveys completed in the Fall of 2020, including nonparticipants
 - ✓ A few completed in the Fall of 2021
- Other information based on an industry scan

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How has the COVID-19 situation influenced your motivation to reduce your home energy use?



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*How interested are you in receiving the following information from your utility at this time?
(Very Interested / Interested)*

Special tips on how to reduce home energy use during the day

Tips on ways to save energy in your home

Information about your overall home energy usage

Notifications that you on track for a higher than normal bill

Promotions for home energy-saving programs

Options for payment or billing

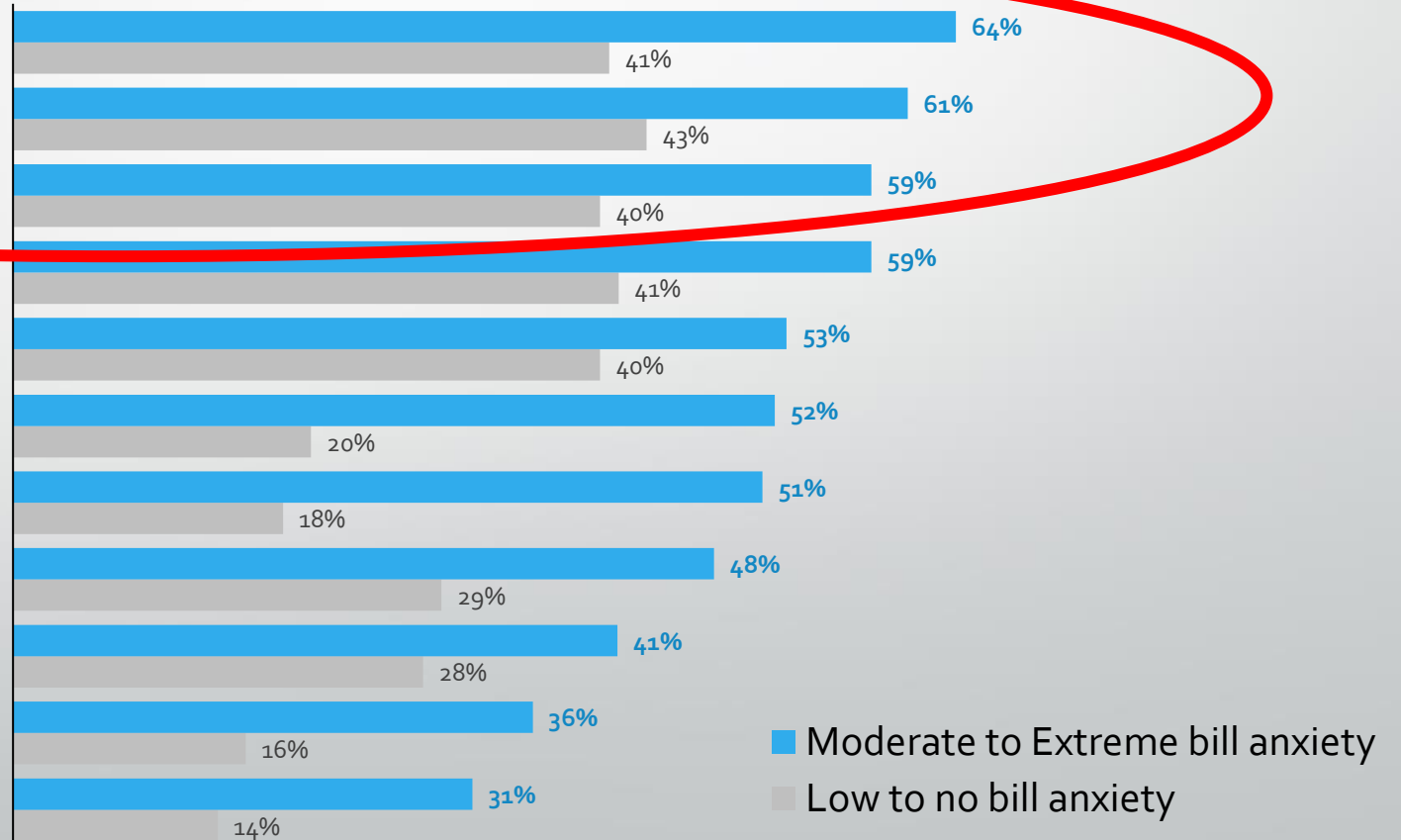
Information on customer billing assistance programs/efforts

Information about your hourly home energy usage

Updates on actions your utility is taking in the community

General utility emails about COVID-19 response

Updates on utility employee support





Magic 8 Ball Questions



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What was the **major household energy using equipment** that saw the most change during the peak of COVID-19?
(mid-March 2020 through December 2020)

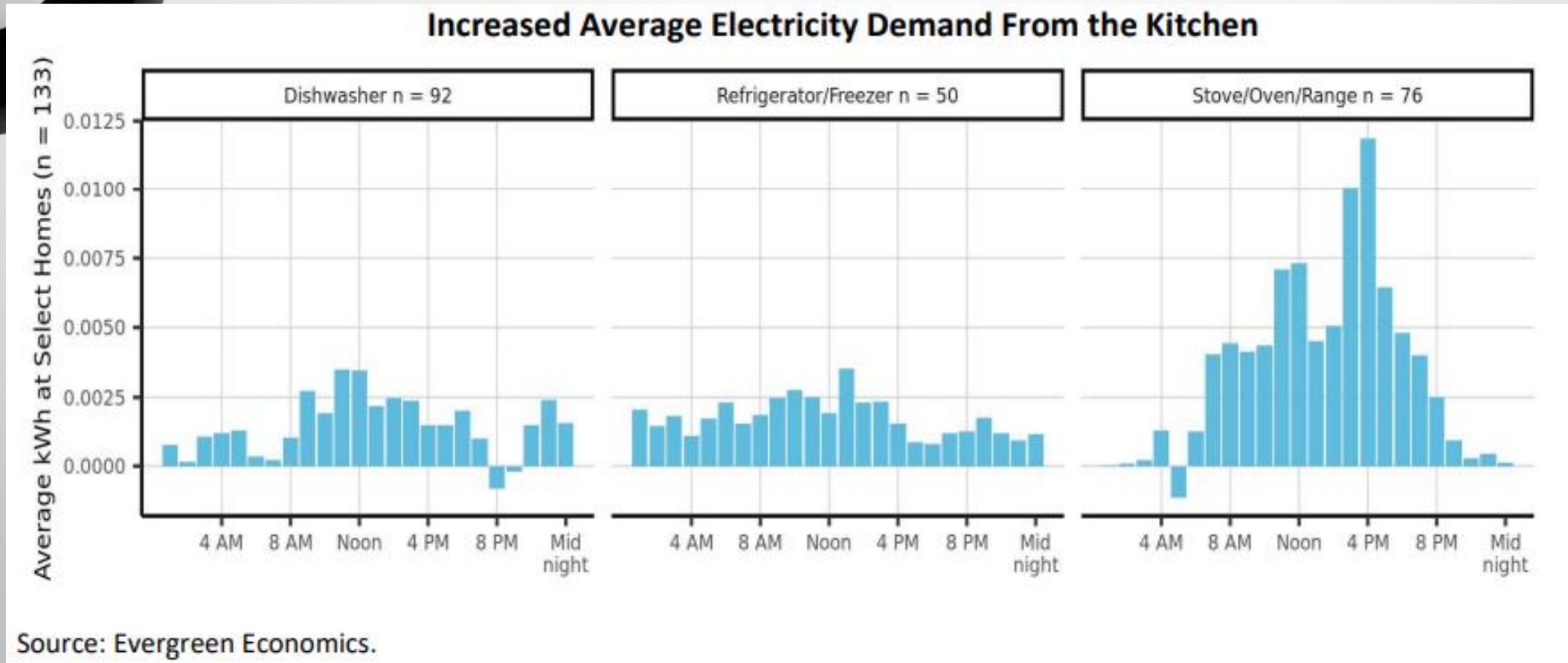
- A. Air-conditioning
- B. Kitchen appliances
- C. Water heating
- D. Heating



**IT'S A
SURPRISE!**

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The answer is B – kitchen appliances!





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What percentage of customers were extremely or very likely to purchase new energy efficient equipment or appliances?
(all sectors)

- A. Less than 40%
- B. 40% - 70%
- C. More than 70%

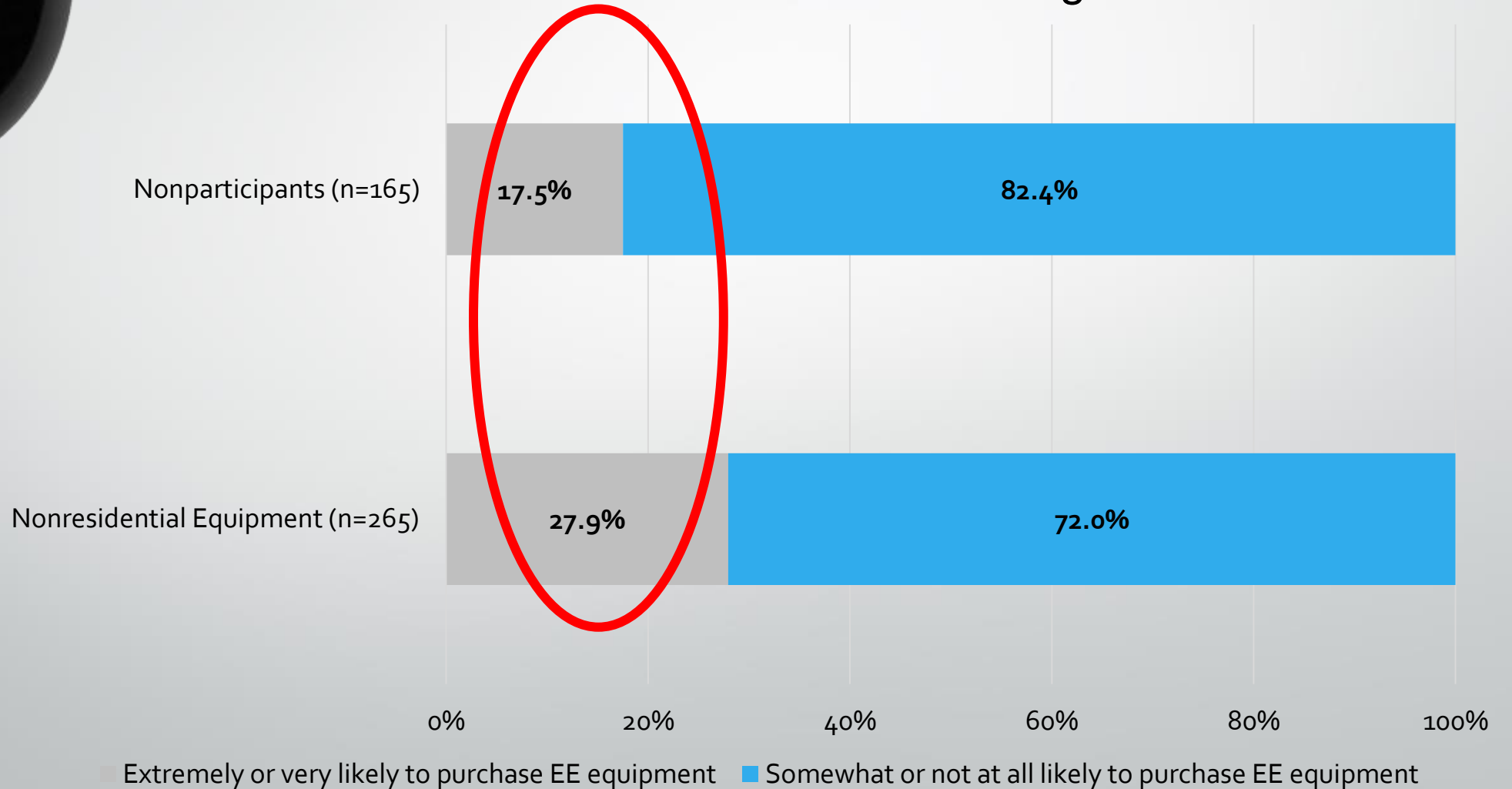


**NOT VERY
MANY**



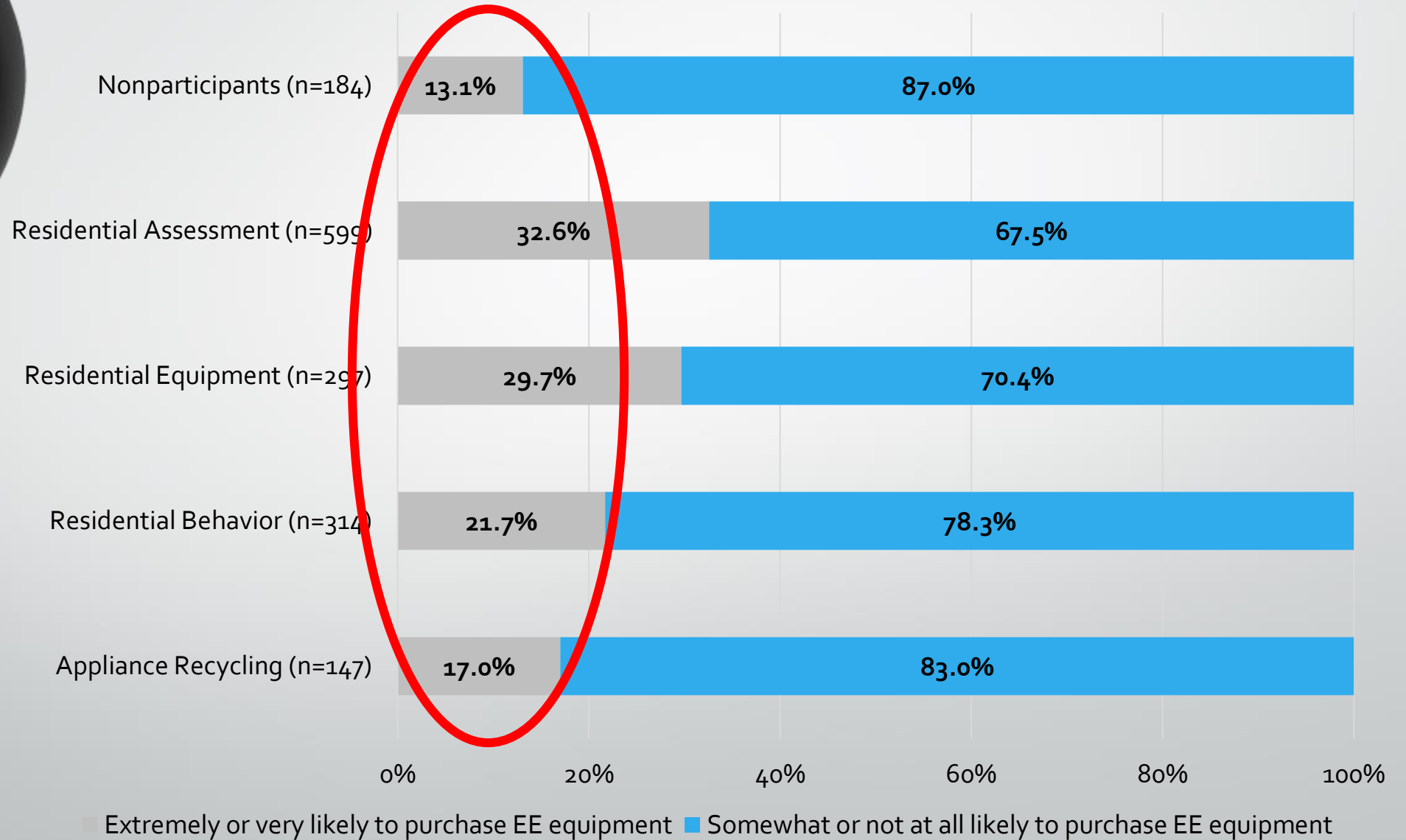
The answer is A – less than 40%

Nonresidential Results: Average = 24%





Residential Results: Average = 26%





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What percentage of customers were very or extremely likely to look for additional ways to save energy that are low cost or no cost?

(all sectors)

- A. Less than 50%
- B. More than 50%
- C. It varied

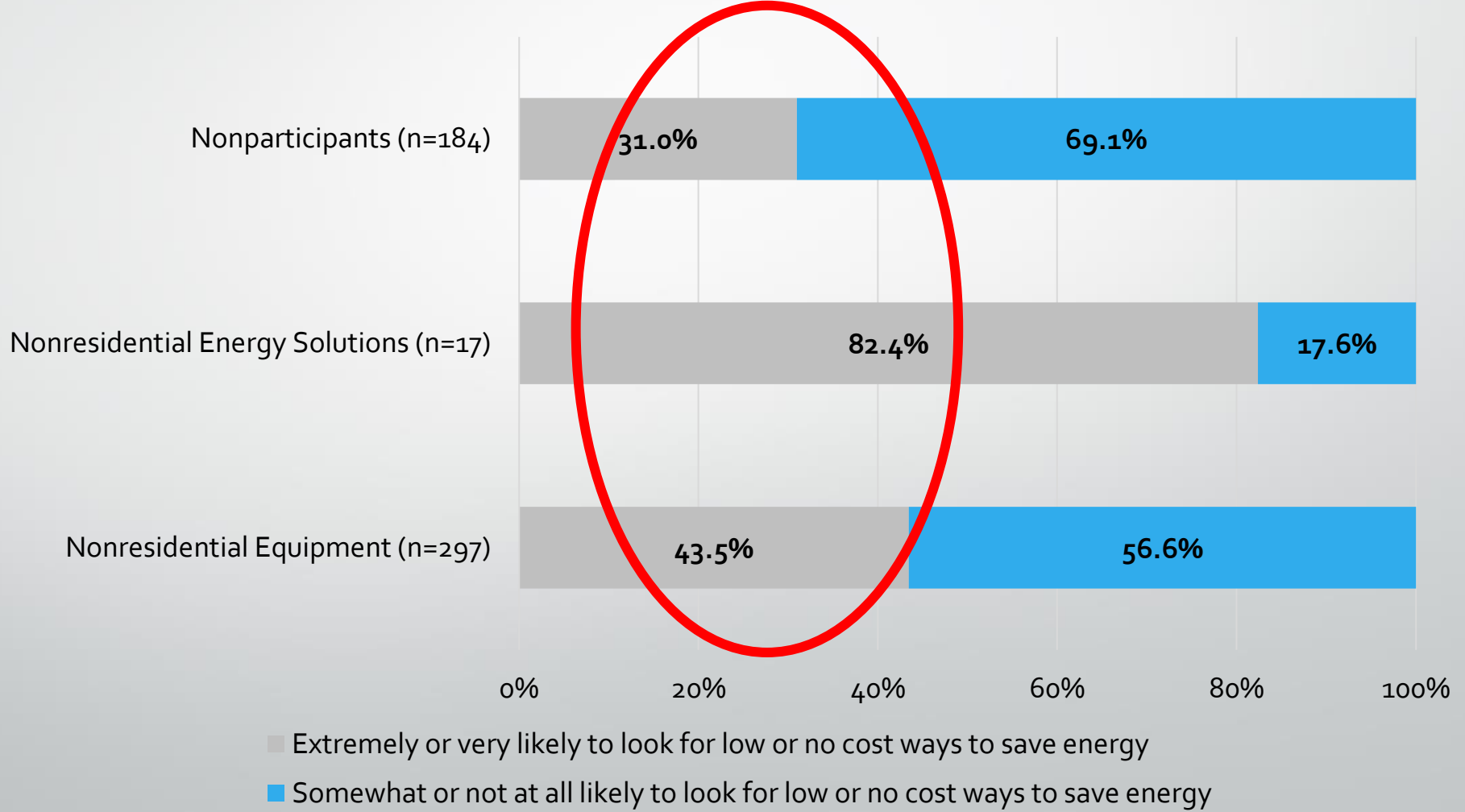


**WOW, IT
VARIED!**



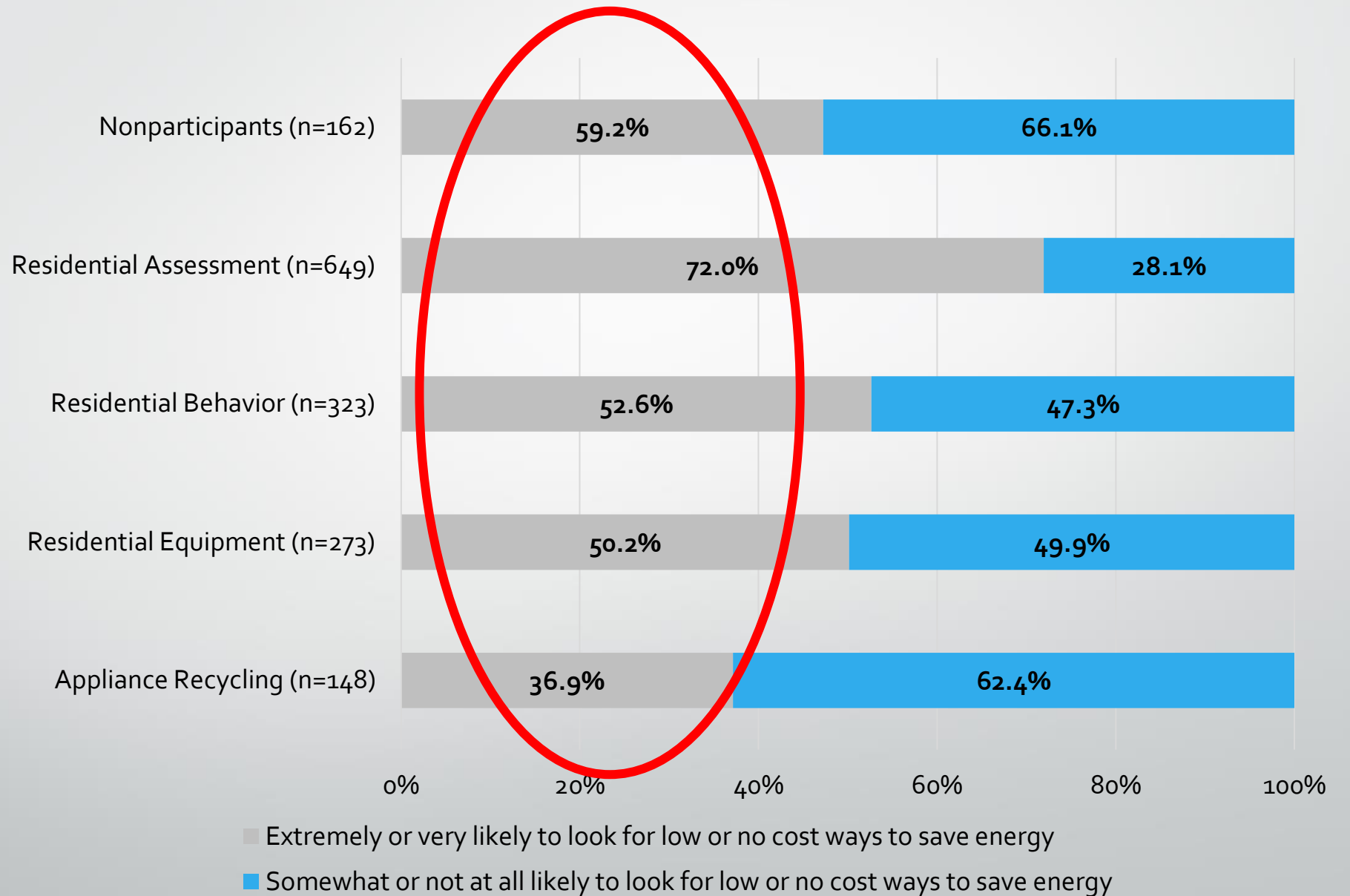
The answer is C – it really varied!

Nonresidential Results: Average = 45%





Residential Results: Average = 55%





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Did the **COVID-19 pandemic influence**
any of their responses?
(all sectors)

A. Yes

B. No

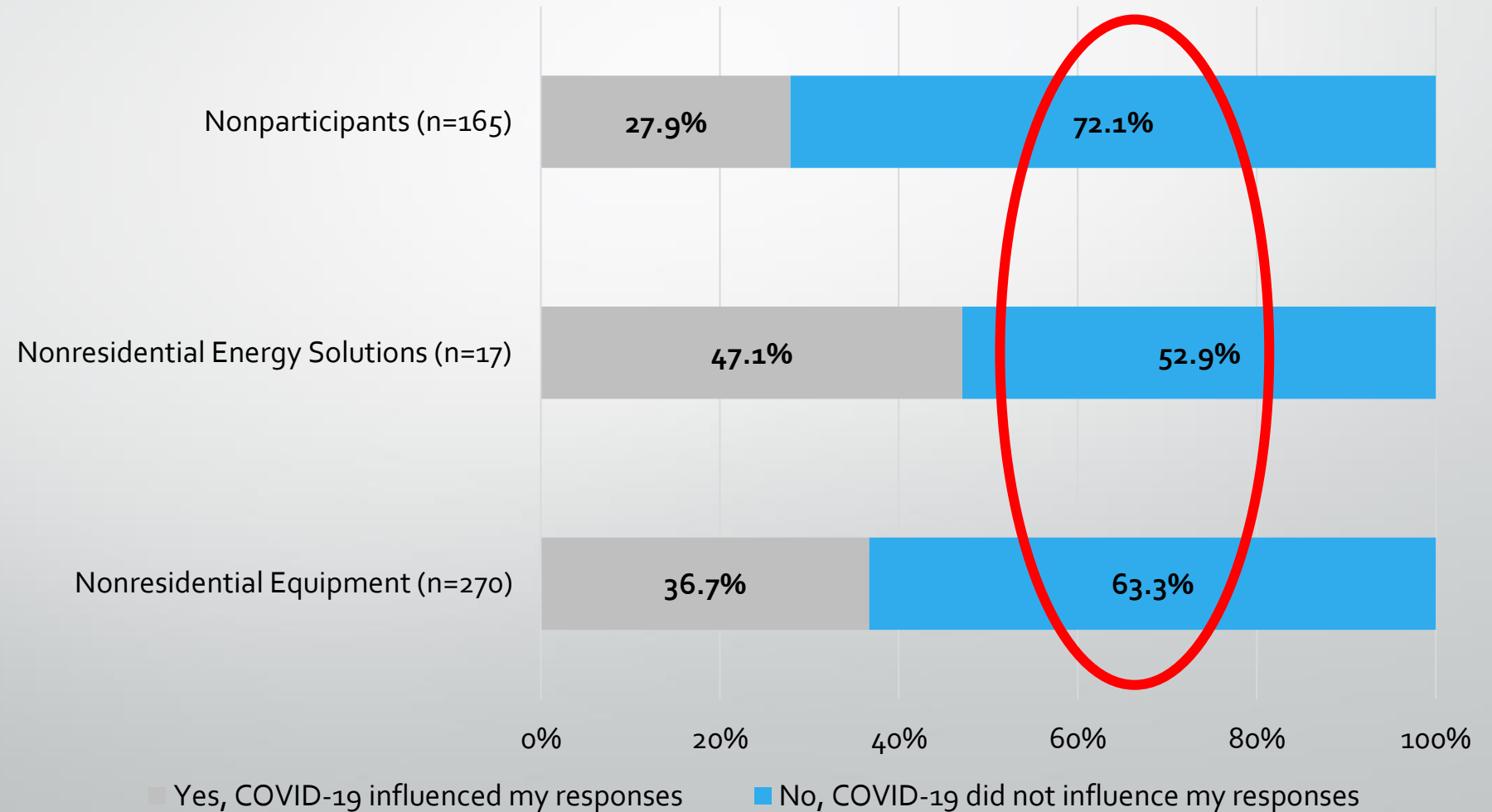


MY
SOURCES
SAY
NO



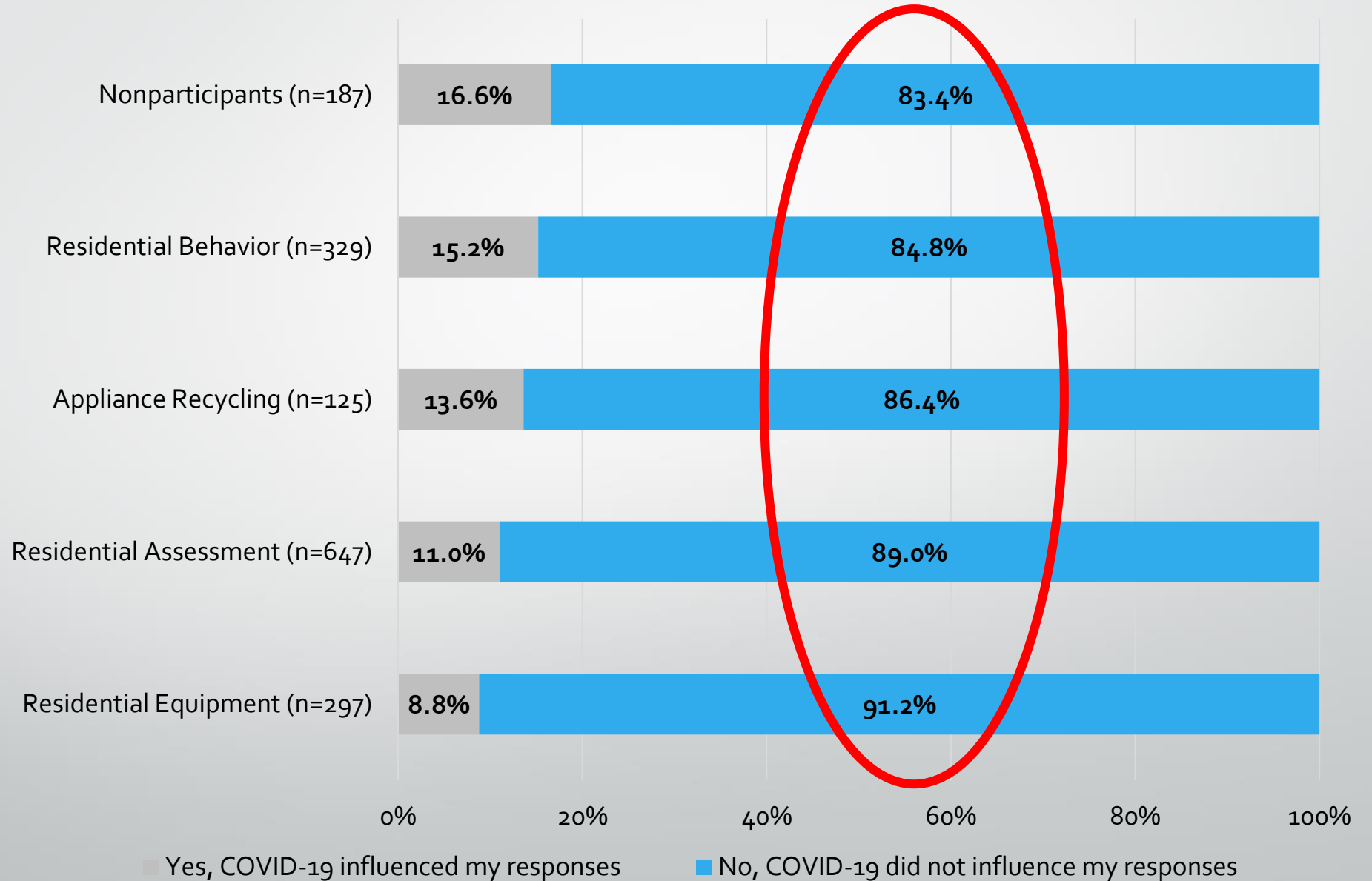
Generally speaking, that's right!

Nonresidential Results: Average = 66%





Residential Results: Average = 88%




COVID-19 TRENDS



ON-SITE
OR
VIRTUAL

OPTIONS
ARE
GOOD

- 
- Virtual option good for geography/ drive time issues, contractor performance, etc.
 - On-site is still the preferred option when pandemic restrictions aren't an issue
 - BPI guidance for remote audits
 - ✓ They will continue to allow, so this will continue to develop
 - Follow regulatory requirements

DRONES

HERE TO
STAY



dji PHANTOM 4



PROS

- Safe
- Helps with rooftop limitations
- Efficient

CONS

- Insurance
- Weather
- Battery storage
- FAA requirements
 - ✓ Spotter
 - ✓ No-fly-zones

EVALUATION TRENDS

FUN WITH
BASELINES

**MORE
INDUSTRY
TRENDS**

**ROBOTS
ARE
COMING!**

QUESTIONS

THE
OUTLOOK
IS GOOD



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Discussion and Insights from COVID-19

- Residential panel: 10:15 a.m.–11:05 a.m.
Andy Pohren – Trade Ally
Kurt Sempf – Alliant Energy
- Nonresidential panel: 11:15 a.m.–12:05 p.m.
Andrew Bennett – System Works
Ryan Tweeten – Resource Innovations



ASK
AGAIN