

**Memorandum - FINAL**

**To:** Jim Jerozal, Scott Dimetrosky, Jennifer Hinman, David Brightwell, and Ted Weaver  
**From:** Jenny Hampton, Navigant Consulting  
**CC:** Randy Gunn, Julianne Meurice, Jennifer Barnes, Navigant Consulting  
**Date:** August 1, 2013  
**Re:** Nicor Gas Behavioral Energy Savings Program August 1<sup>st</sup> Fast Track Evaluation Memo

This memorandum presents the findings from the Behavioral Energy Savings (BES) program fast track evaluation. Navigant organized the GPY2 evaluation around the following objectives:

1. Identify program accomplishments and opportunities for improvement
2. Research savings assumptions for similar behavioral programs

**Summary of Findings**

Navigant's key findings are:

1. Secondary sources provided a combined average annual net savings value of 2.3% per household. Nicor Gas uses an ex ante net savings value of 15 therms per household, equaling 1.3% of the annual average residential usage in 2009.<sup>1</sup> This value appears conservative and was modified to reflect Navigant's secondary source finding.
2. Navigant calculated a Research Findings Net Savings value by applying the 2.3% average to Nicor Gas customers' 2009 annual usage of 1,136.5 therms per household; the Research Findings Net Savings value is 26 therms per household. Navigant and Nicor Gas will discuss whether it is reasonable to refine the Research Findings Net Savings value based on analysis of participant usage data via the PY3 evaluation, given the program size and participation rate. <sup>2</sup>
3. Only 28% of participants creating MyEnergy.com accounts go on to link to their Nicor Gas account; and
4. Program activities resulted in 20,722 therms in net savings. The BES program realization rate is 1.7.

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<sup>1</sup> The 2010 Nicor Gas Market Potential Study established 1,136.5 therms as the average overall usage of all premise and heat types. Bass & Company. (2010). *Nicor Gas Market Potential Study Report*.

<sup>2</sup> Navigant did not collect billing data for BES participant customer for the GPY2 program evaluation because the GPY2 evaluation plan did not call for a full impact evaluation. If additional analysis is conducted, billing data will need to be requested.



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Table 1 summarizes Navigant's overall findings and recommendations resulting from the GPY2 program evaluation.

**Table 1. Overall Findings Summary and Recommendations**

Finding	Recommendation
<p>The literature provided three relevant annual savings values of 2.4%, 2.6% and 2.1% per household, resulting in a combined average annual savings value of 2.3% per household.</p>	<p>Nicor Gas uses an ex ante net savings value of 15 therms per household, equaling 1.3% of the annual average residential usage in 2009.<sup>3</sup> This value seems conservative based on the limited available research; Navigant calculated a Research Findings Net Savings value by applying the 2.3% average to Nicor Gas customers' 2009 annual usage of 1,136.5 therms per household; the Research Findings Net Savings value is 26 therms per household. Navigant and Nicor Gas will discuss whether it is reasonable to refine the Research Findings Net Savings value based on analysis of participant usage data via the PY3 evaluation, given the program size and participation rate. .</p>
<p>According to program data, only 28% of customers who created a MyEnergy.com account completed the sign-up process by linking their Nicor Gas online account to the MyEnergy.com platform.<sup>4</sup></p>	<p>Nicor Gas should continue to look for solutions to this issue, such as a single sign on option. Nicor Gas should also consider conducting a survey of participants who have not linked their accounts to understand the barriers and look to other MyEnergy.com programs for lessons learned.</p>
<p>Navigant research determined that GPY2 program activities resulted in 20,722 therms in net savings. The BES program realization rate is 1.7.</p>	<p>None</p>
<p>The program has implemented most of the KPIs recommended by Navigant in GPY1.</p>	<p>The program should continue to track the KPIs noted in this report.</p>
<p>The program is not tracking KPIs related to participant participation in other Nicor Gas programs. Channeling participants into other Nicor Gas programs is one of the key expected outcomes of the BES program.</p>	<p>Navigant recommends that program management begin tracking program-channeling KPIs at the latest when the TrakSmart tracking system is operational and activity by the same account can be easily aggregated.</p>
<p>Current participation and savings goals do not reflect the program's actual launch date and have not been adjusted to reflect implementation realities.</p>	<p>Nicor Gas should review the implementation contractor's expected scenarios and corresponding program needs to assess appropriate adjustments to participation and savings goals. This will allow the pilot's success to be measured against realistic goals. Nicor Gas should also explore automatically enrolling customers with Nicor Gas web accounts in the BES program, while still allowing customers who do not currently have an account to create one as</p>

<sup>3</sup> The 2010 Nicor Gas Market Potential Study established 1,136.5 therms as the average overall usage of all premise and heat types. Bass & Company. (2010). *Nicor Gas Market Potential Study Report*.

<sup>4</sup> Total overall percentage as of August 2012 through April 2013.

Finding	Recommendation
	desired. Adding an opt-out component to the program model would allow the program to reach more customers, and may alleviate some of the program's participation challenges.
While some mass promotion of the program has taken place, program marketing had not been fully implemented at the time of this evaluation and some questioned whether the mass promotion efforts were optimal.	Nicor Gas should continue to track and optimize marketing efforts to ensure the best use of program resources while achieving new participant accounts.
The program is not tracking and does not intend to track the number of ongoing account logins; the implementer is not able to access this information. Ongoing engagement is a key expected outcome of the BES program.	Navigant recommends that Nicor Gas explore ways to track and analyze participant logins to understand whether and how customers interact with the site on an ongoing basis.
The program is not tracking KPIs related to social media and social group competitions because the program has not yet implemented such activities.	None
The program is not tracking and does not intend to track KPIs related to pledges taken by ENERGYBUZZ participants because the ENERGYBUZZ program will not offer a pledge option to participants.	None

*Source: Navigant*

## Introduction

### PROGRAM DESCRIPTION

In GPY2, Nicor Gas implemented the BES program via two efforts:

1. Conservation Services Group (CSG) and its subcontractor, MyEnergy.com, implemented the primary program component: ENERGYBUZZ. Nicor Gas soft-launched ENERGYBUZZ in August 2012 (GPY2).
2. The former BES program administrator, Wisconsin Energy Conservation Corporation (WECC), implemented a secondary program component: Take the Pledge. Nicor Gas launched Take the Pledge in April 2012 (GPY1), and ended it in December 2012 (GPY2) due to low participation. Upon closure of the Take the Pledge program, Nicor Gas moved all current Take the Pledge participants over to the ENERGYBUZZ program. WECC passed oversight of the ENERGYBUZZ program to Nicor Gas at the end of GPY2 (May 2013).

The BES program is open to all Nicor Gas residential customers with an online Nicor Gas account. The program also has two secondary target audiences: community partners for outreach collaboration and businesses for rewards donations. For the purposes of this evaluation, a program participant is defined as a customer who has both 1) created an account on the MyEnergy.com website and 2) linked that account with their Nicor Gas online billing account.

Nicor Gas conducts BES program efforts based on two overall strategies:

1. Drive people to visit the ENERGYBUZZ website and create an account through marketing and outreach efforts.
2. Engage account holders to save energy by distributing monthly email summaries of their energy use, providing access to online tools that show them how to save energy, and offering participants the opportunity to earn points and redeem them for rewards.

CSG employs a variety of tactics to attract customers to the web portal. These tactics include online advertising through Google Adwords and other online outlets, bill inserts, alignment with other Nicor Gas program marketing efforts, event attendance, speaking engagements, and direct mail. CSG also collaborates with key community groups (i.e., sports teams such as the Kane County Cougars) to market the program. ENERGYBUZZ marketing messages stress the benefits of participating in the program by inviting customers to “earn rewards” and “make a difference”.

ENERGYBUZZ gives participants access to a variety of tools and ongoing communications via an online platform at NicorGasEnergyBuzz.com. After enrolling on the site and linking their account with their Nicor Gas online billing account, participants receive monthly email summaries of their energy use. Participants also have access to online tools via the web portal. These tools show participants how to save energy, win rewards, and compare their savings with those of other customers. Overall, the ENERGYBUZZ web portal intends to encourage Nicor Gas customers to save energy through behavior change and participation in other Nicor Gas energy efficiency programs.

The pilot period for BES is three years, commencing with the GPY1 implementation year. Table 1 summarizes the pilot objectives for GPY2. GPY2 participation to date has been relatively limited, considering the program goals.<sup>5</sup>

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<sup>5</sup> The program database showed 797 linked participants as of the end of GPY2.

**Table 2 Participation and Savings Goals for the BES Program**

	GPY2 Goal 6/1/12 – 5/31/13
Participation (# of Customers)	50,000
Net Savings (Therms)	769,500

*Source: Participation goals reflect WECC; Savings goals from the Nicor Gas 3rd Quarter Quarterly Report submitted to the Illinois Commerce Commission on April 12, 2013*

**EVALUATION QUESTIONS**

The evaluation sought to answer the following key researchable questions.

*GPY1 Evaluation Follow-Up Questions*

1. What is the status of the implementation of Navigant’s recommendations detailed in the GPY1 final report dated January 2, 2013?
2. Is the program staff tracking Navigant’s recommended key performance indicators (KPIs) detailed in the GPY1 final report dated January 2, 2013? If so, what are the tracked results for each KPI?

*Impact Questions*

1. Are the savings assumptions for the program appropriate? How do they compare to those of other residential opt-in and opt-out behavior programs?

*Process Questions*

1. Is the program being implemented according to the program theory and logic model? If not, how has the program changed since last year’s evaluation?

**Evaluation Methods**

Navigant interviewed Nicor Gas program management and the implementation contractor to understand to what degree staff has implemented the KPIs that Navigant recommended in the GPY1 evaluation. Navigant also reviewed the program tracking system and available KPI data to evaluate the program’s intended performance as defined by the program theory and logic model. Navigant’s GPY2 process evaluation for BES was limited to the in-depth interviews, program logic model and theory research and tracking system review mentioned above. Table 3 summarizes the surveys, interviews, and other primary data sources Navigant used to answer the research questions.

**Table 3. Surveys, Interviews, and other Primary Data Sources**

Source	Subject	Quantity
In-Depth Interviews	Nicor Gas, WECC, and CSG staff	3
Tracking System Review	Program tracking data	N/A

*Source: Navigant*

Navigant did not conduct a full impact evaluation in GPY2 due to the program’s limited participation (less than 800 participants at the end of the program year) and enrollment patterns since the

participation level and timing were not adequate to allow a billing analysis. Instead, Navigant performed a literature review of existing behavioral program evaluations to assess the reasonableness of the program's current planning estimate.<sup>6</sup>

## Evaluation Results

### *GPY1 Evaluation Follow-Up Results*

CSG has done an excellent job implementing the vast majority of Navigant's recommended KPIs for activities underway. Appendix A

Table 7 in Appendix A lists the implementation status of key performance indicators as of the end of GPY2, based on interviews with program management and the implementation contractor.

### *Impact Evaluation*

Navigant multiplied the number of participants by the Research Findings Net Savings value of 26 therms per participant to determine that BES program activities resulted in 20,722 therms in net savings for GPY2. The BES program realization rate (Research Findings Net Savings / ex ante net savings) is 1.7. Table 4 summarizes program performance for GPY2 in terms of MyEnergy.com accounts, linked accounts, net savings and realization rate.

**Table 4. BES Program Performance for GPY2**

MyEnergy.com Accounts	Linked Accounts (Participants)	Ex Ante Net Savings	Research Findings Net Savings	Realization Rate
2,851	797	11,955 therms	20,722 therms	1.7

*Source: Analysis of program tracking data and savings estimates*

To date, the most widely evaluated behavioral programs are those that distribute personalized home energy reports to a randomly selected sample of customers. Such programs automatically enroll selected customers in the program, giving them an option to "opt-out", rather than relying on customers to sign up for participation, or "opt-in." Nicor Gas developed goals for the BES program based on evaluations of opt-out programs as research on savings from opt-in behavioral programs is limited.

The BES program is an opt-in program; its participants have to take a series of steps to sign up for the program and continuously interact with its features. Even so, Nicor Gas relied on opt-out program evaluations to develop an ex ante net savings value of 15 therms per participant, or 1.3%.<sup>7</sup> It is reasonable to assume that BES participants may save energy at a different rate than customers enrolled in an opt-out program, but it is unclear whether that rate would be higher or lower. Opt-in program participants may have a tendency to be more familiar with energy efficiency concepts, which could mean that they are intentionally looking for ways to save and have a higher likelihood of acting on the information provided by the program. Alternatively, higher levels of awareness about energy efficiency could mean that participants already save energy and little room remains to make detectable changes to their behavior.

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<sup>6</sup> Nicor Gas currently uses a planning estimate of 15 therms per participant. This number is based on available evaluation data for opt-in behavioral programs. Navigant calculated the savings rate of 1.3% by dividing 15 therms into 1,136.5 therms, the average household usage established by the 2010 Nicor Gas Market Potential Study.

<sup>7</sup> Nicor Gas was unable to provide the specific evaluations used to develop this assumption.

Navigant conducted a review of relevant literature to explore whether the ex ante savings value of 15 therms, or 1.3% per participant, is appropriate, given this difference in program models. The literature reviewed provided a relatively narrow range of gas savings generated from behavioral programs. Three evaluations provided annual savings values of 18 (opt-in, gas), 11.6 (opt-out, gas) and 11.1 (opt-out, gas) therms per household, resulting in a combined average annual savings value of 13.5 therms per household. Translated into percentages, these savings rates equal annual savings of 2.4%, 2.6% and 2.1% per household, respectively, resulting in a combined average annual net savings value of 2.3% per household. One evaluation also offered insight on savings generated by opt-in programs compared to opt-out programs.

Table 5 summarizes the relevant findings from the literature review.

**Table 5. Impact Evaluation: Literature Review Findings**

Example Program Description	Fuel Type/Model	Relevant Finding
MyEnergy.com commissioned a pre/post evaluation of 402 gas participant accounts. The evaluator analyzed participant bills before and after program participation.	Gas/Opt-in	Savings averaged 18 therms per year, equal to 2.4% of the average pre-enrollment gas use of 760 therms. The report notes that the results may be biased due to a lack of control group and a mild winter during the study timeframe. <sup>8</sup>
KEMA evaluated Puget Sound Energy's home energy report program. The evaluation measured gas savings within households that received reports on a continued basis, and those that stopped receiving reports (or were suspended from the program).	Gas/Opt-out	Savings averaged 11.6 therms per year within households not suspended from the program (2.6%). <sup>9</sup>
Navigant evaluated the City of Palo Alto's home energy report program.	Gas/Opt-out	Savings averaged 11.1 (2.1%) therms per year. <sup>10</sup>
Navigant and Opinion Dynamics Corporation evaluated several behavioral programs in Massachusetts to measure savings generated by the programs. One program was an opt-out home energy report program, and another was an opt-in information program, similar to that of the Nicor Gas BES program in that it offers an online portal.	Both/Both	Opt-in programs generated higher relative savings per household; 5.7% compared to 2.06% for opt-out households (kWh). However, opt-out programs saved more overall due to greater reach. The report also noted that when compared to electric program savings, gas savings trend lower across all efforts due to seasonal effects and fewer end-use measures. <sup>11</sup>

Source: Navigant literature review

<sup>8</sup> Michael Blasnik & Associates. (2012). *MyEnergy Energy Savings: Initial Billing Data Analysis Results*.

<sup>9</sup> DNV KEMA Energy & Sustainability. (2012). *Puget Sound Energy's Home Energy Reports Program: Three Year Impact, Behavioral and Process Evaluation*.

<sup>10</sup> Navigant. (2012). *Evaluation of the Home Energy Report Program*.

<sup>11</sup> Opinion Dynamics Corporation & Navigant. (2012). *Massachusetts Three Year Cross-Cutting Behavioral Program Evaluation Integrated Report*.



Nicor Gas uses an ex ante net savings value of 15 therms per household, equaling 1.3% of the annual average residential usage in 2009. This value seems conservative based on the limited available research; Navigant calculated a Research Findings Net Savings value by applying the 2.3% average to Nicor Gas customers' 2009 annual usage of 1,136.5 therms per household; the Research Findings Net Savings value is 26 therms per household. Navigant and Nicor Gas will discuss whether it is reasonable to refine the Research Findings Net Savings value based on analysis of participant usage data via the PY3 evaluation, given the program size and participation rate.

### *Process Evaluation*

Navigant did not conduct a full process evaluation of the BES program for GPY2 and instead relied solely on program staff and implementer interviews to explore whether Nicor Gas is implementing the program according to the program theory and logic model developed for the GPY1 evaluation.<sup>12</sup> This section details findings from these interviews.

Program management and the implementation contractor stated that the program's participation and savings goals have not been adjusted since the goals were first established. Specifically, the participation and savings goals do not reflect the program's actual launch date and have not been adjusted to reflect implementation realities. The implementation contractor developed and presented several possible scenarios to Nicor Gas to communicate feasible program outcomes and corresponding program needs. It is not clear whether Nicor Gas plans to adopt any of the implementation contractor's proposed revised goals.

The staff and implementer interviews also revealed concern about BES program goals being based on opt-out program savings. Each individual pointed out that BES program implementation requires a significant amount of optimized marketing to acquire participants, something that opt-out program implementers do not have to consider.

While some mass promotion of the program took place in GPY2, the program marketing had not been fully implemented at the time of evaluation due to delays in the program launch and issues with internal messaging and email protocol. Interviewees also felt that not all of the mass promotion efforts that had been implemented, such as partnerships with a local sports team, were the best way to acquire new program participants. It is apparent that the implementation team is taking steps to optimize marketing in light of these issues. For example, each interviewee mentioned efforts to send direct promotion emails to all Nicor Gas customers with an email address on file, an estimated 900,000 customers.

According to program data, only about 28% of customers who create a MyEnergy.com account complete the sign-up process by linking their Nicor Gas online account to the MyEnergy.com platform. It is difficult to say with certainty what is behind this disconnect without completing a survey of customers. Customers who do not link their Nicor Gas online accounts may not do so for a number of reasons. For example, they may not be sure if they have a Nicor Gas online account; they may think creating a Nicor Gas online account would be a hassle; they may be upset or confused about having to take another step to complete the process; or, they may not want to give their account

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<sup>12</sup> Navigant. (2012). *Energy Efficiency Nicor Gas Plan Year 1 (6/1/2011-5/31/2012) Evaluation Report: Behavioral Energy Savings Pilot*.

information to the system. Nicor Gas is working to identify the specific issues and potential solutions to this issue.

## **Findings and Recommendations**

Navigant's key findings are:

1. Secondary sources provided a combined average annual net savings value of 2.3% per household. Nicor Gas uses an ex ante net savings value of 15 therms per household, equaling 1.3% of the annual average residential usage in 2009.<sup>13</sup> This value appears conservative and was modified to reflect Navigant's secondary source finding.
2. Navigant calculated a Research Findings Net Savings value by applying the 2.3% average to Nicor Gas customers' 2009 annual usage of 1,136.5 therms per household; the Research Findings Net Savings value is 26 therms per household. Navigant recommends that Nicor Gas provide Navigant with BES participant usage data so Navigant can further refine the Research Findings Net Savings value.<sup>14</sup>
3. Only 28% of participants creating MyEnergy.com accounts go on to link to their Nicor Gas account; and
4. Program activities resulted in 20,722 therms in net savings. The BES program realization rate is 1.7.

Table 6 summarizes the overall findings and recommendations resulting from the GPY2 program evaluation.

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<sup>13</sup> The 2010 Nicor Gas Market Potential Study established 1,136.5 therms as the average overall usage of all premise and heat types. Bass & Company. (2010). *Nicor Gas Market Potential Study Report*.

<sup>14</sup> Navigant did not collect billing data for BES participant customer for the GPY2 program evaluation because the GPY2 evaluation plan did not call for a full impact evaluation. If additional analysis is conducted, billing data will need to be requested.

**Table 6. Overall Findings Summary and Recommendations**

Finding	Recommendation
<p>The literature provided three relevant annual savings values of 2.4%, 2.6% and 2.1% per household, resulting in a combined average annual savings value of 2.3% per household.</p>	<p>Nicor Gas uses an ex ante net savings value of 15 therms per household, equaling 1.3% of the annual average residential usage in 2009.<sup>15</sup> This value seems conservative based on the limited available research; Navigant calculated a Research Findings Net Savings value by applying the 2.3% average to Nicor Gas customers' 2009 annual usage of 1,136.5 therms per household; the Research Findings Net Savings value is 26 therms per household. Navigant and Nicor Gas will discuss whether it is reasonable to refine the Research Findings Net Savings value based on analysis of participant usage data via the PY3 evaluation, given the program size and participation rate. .</p>
<p>According to program data, only 28% of customers who created a MyEnergy.com account completed the sign-up process by linking their Nicor Gas online account to the MyEnergy.com platform.<sup>16</sup></p>	<p>Nicor Gas should continue to look for solutions to this issue, such as a single sign on option. Nicor Gas should also consider conducting a survey of participants who have not linked their accounts to understand the barriers and look to other MyEnergy.com programs for lessons learned.</p>
<p>Navigant research determined that GPY2 program activities resulted in 20,722 therms in net savings. The BES program realization rate is 1.7.</p>	<p>None</p>
<p>The program has implemented most of the KPIs recommended by Navigant in GPY1.</p>	<p>The program should continue to track the KPIs noted in this report.</p>
<p>The program is not tracking KPIs related to participant participation in other Nicor Gas programs. Channeling participants into other Nicor Gas programs is one of the key expected outcomes of the BES program.</p>	<p>Navigant recommends that program management begin tracking program-channeling KPIs at the latest when the TrakSmart tracking system is operational and activity by the same account can be easily aggregated.</p>
<p>Current participation and savings goals do not reflect the program's actual launch date and have not been adjusted to reflect implementation realities.</p>	<p>Nicor Gas should review the implementation contractor's expected scenarios and corresponding program needs to assess appropriate adjustments to participation and savings goals. This will allow the pilot's success to be measured against realistic goals. Nicor Gas should also explore automatically enrolling customers with Nicor Gas web accounts in the BES program, while still allowing customers who do not currently have an account to create one as desired. Adding an opt-out component to the program model would allow the program to reach more customers, and may alleviate some of the program's participation challenges.</p>

<sup>15</sup> The 2010 Nicor Gas Market Potential Study established 1,136.5 therms as the average overall usage of all premise and heat types. Bass & Company. (2010). *Nicor Gas Market Potential Study Report*.

<sup>16</sup> Total overall percentage as of August 2012 through April 2013.

Finding	Recommendation
While some mass promotion of the program has taken place, program marketing had not been fully implemented at the time of this evaluation and some questioned whether the mass promotion efforts were optimal.	Nicor Gas should continue to track and optimize marketing efforts to ensure the best use of program resources while achieving new participant accounts.
The program is not tracking and does not intend to track the number of ongoing account logins; the implementer is not able to access this information. Ongoing engagement is a key expected outcome of the BES program.	Navigant recommends that Nicor Gas explore ways to track and analyze participant logins to understand whether and how customers interact with the site on an ongoing basis.
The program is not tracking KPIs related to social media and social group competitions because the program has not yet implemented such activities.	None
The program is not tracking and does not intend to track KPIs related to pledges taken by ENERGYBUZZ participants because the ENERGYBUZZ program will not offer a pledge option to participants.	None

Source: Navigant

**Appendix A**

**Table 7. Status of Implementation of KPIs from GPY1 Program Logic Model Review**

KPI Recommendations			Status of Implementation As of June 2013
Outputs	Indicators	Data Sources and Collection Approaches	
Online advertisements, event attendance (including Chicago Fire and Kane County Cougar games), press releases, talking points, social media content, outreach partnerships with other Nicor Gas programs and community groups	Number of ads placed Number of events attended Number of posts Number of videos Number of contacts made with community partners Number of outreach agreements	Marketing analytics provided by implementer interviews with program implementer and staff Program tracking data	Full Implementation Where Feasible - Implementation contractor tracks ad placement, events attended, and contacts made with community partners. Social media is not tracked; social media activities have not been implemented to date. Implementation contractor expects to track social media once activities begin.
Web portal content, energy use feedback, email communications, social media content	Number of emails sent Number of updates made	Marketing analytics provided by implementer Program tracking data Website and email analytics provided by implementer	Full Implementation Where Feasible - Implementation contractor tracks web portal information including emails sent. Social media is not tracked; social media activities have not been implemented to date.
Social group competitions	Number of active groups Number of group participants Number of group interactions	Program tracking data Website and email analytics provided by implementer	Full Implementation Where Feasible - Implementation contractor did not track these KPIs in GPY2. Social group competitions were not implemented in GPY2 as originally planned.
Business partnerships, items donated as rewards for saving energy	Number of contacts made Number of rewards donated	Interviews with program implementer Program tracking data	Implemented

KPI Recommendations			Status of Implementation As of June 2013
Outputs	Indicators	Data Sources and Collection Approaches	
Customers are aware of web portals and become participants by creating accounts	Number of overall site visits Number of unique visitors Number of click throughs Number of impressions made Percent of target customers aware of portal	Program tracking data Website and email analytics provided by implementer Customer surveys	Partial Implementation - Implementation contractor currently tracks the number of site visits, unique visitors, click throughs and impressions made. Customer surveys have not been conducted to date therefore customer awareness has not been measured to date.
Participants engage with the web portals on an ongoing basis	Number of accounts created Number of social media followers Number of likes, shares, or views Number of emails opened Number of account logins Average time on site Number of pledges made Number of rewards distributed Number of participants Frequency of interactions	Program tracking data Website and email analytics provided by implementer or administrator	Full Implementation Where Feasible - Implementation contractor currently tracks the number of accounts created, emails opened, rewards distributed, and number of participants. Social media is not tracked; social media activities have not been implemented to date. Number of pledges made (will not be tracked as ENERGYBUZZ does not require people to make a pledge). Number of account logins is not tracked; implementer is not able to access the information and data would be inaccurate due to abandoned sessions.

KPI Recommendations			Status of Implementation As of June 2013
Outputs	Indicators	Data Sources and Collection Approaches	
Customers are aware of other Nicor Gas programs and are motivated to participate	Percent of participants, including hard to reach customers, aware of other Nicor Gas programs Percent of participants, including hard to reach customers, motivated to participate in other Nicor Gas programs by BES program	Customer surveys	Not Implemented - Customer surveys have not been conducted to date therefore customer awareness and participation have not been measured to date.
Participants are motivated to save energy so they can compete with their social group, win prizes, and/or reach their personal savings goal	Percent of participants motivated to save energy	Customer surveys	Not Implemented - Customer surveys have not been conducted to date; therefore customer motivation has not been measured to date.
Participants are aware of potential behavior change opportunities.	Percent of participants aware of potential behavior change opportunities	Customer surveys	Not Implemented - Customer surveys have not been conducted to date therefore customer awareness has not been measured to date.

KPI Recommendations			Status of Implementation As of June 2013
Outputs	Indicators	Data Sources and Collection Approaches	
Increased participation in other Nicor Gas programs	Percent of web account holders <b>channeled into other Nicor Gas programs</b> after account activation date Percent of other Nicor Gas program participants <b>channeled into program by web portal</b> Nicor Gas Business Customers and Program Trade Allies participate in the program more after attending Chicago Fire game	Program tracking data Customer surveys Project pipeline information	Not Implemented
Increased installation of energy-efficient equipment	Percent of participants that install energy-efficient equipment after participating in the BES program	Customer surveys	Not Implemented - Customer surveys have not been conducted to date therefore, customer actions have not been investigated.
Program participants adopt and maintain desired behavior changes	Percent of participants changing behavior	Customer surveys	Not Implemented - Customer surveys have not been conducted to date therefore, customer actions have not been investigated.
Therm savings	Verified therm savings attributable to BES program	Program tracking database Engineering review of planning estimate Billing analysis	Implemented - Tracking is ongoing - based on a planning estimate of 15 therms per participant. Navigant plans to conduct a billing analysis in GPY3.

*Source: Navigant*