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July 13, 2018

Ms. M. Lynn Jarvis, Chief Clerk
North Carolina Utilities Commission
4325 Mail Service Center
Raleigh, North Carolina 27699-4325

RE: Duke Energy Carolinas, LLC's late-filed exhibit regarding My Home Energy Report
Docket No. E-7, Sub 1164

Dear Ms. Jarvis:

Please find enclosed Duke Energy Carolinas, LLC's ("DEC" or the "Company") late-filed exhibit containing information relating to the My Home Energy Report Program that was requested by Commissioner Brown-Bland during the evidentiary hearing in the above-referenced docket (*see* Transcript of Testimony Heard June 5, 2018, p. 287).

If you have any questions, please let me know.

Sincerely,

Electronically Submitted
s/ Molly McIntosh Jagannathan
molly.jagannathan@troutman.com

Enclosures

cc: Parties of Record

Duke Energy Carolinas, LLC's ("DEC") Late-Filed Exhibit regarding the My Home Energy Report ("MyHER") Program Evaluation in Response to Commissioner Brown-Bland's Hearing Request

The core principle of a home energy report program such as MyHER is that customer-specific information allows customers to compare their energy usage to the energy usage of similar homes as well as homes that are considered energy efficient. It is the MyHER participant's psychological drive to be as efficient – if not more so – than those who are most energy efficient that drives MyHER impacts. As demonstrated in the DEC MyHER Program Evaluation (Evans Exhibit C), there are evaluation methods to quantify this drive, this motivating effect of normative comparison.

DEC customers are randomly assigned to either receive DEC MyHER reports (and become part of the treatment group) or to not receive MyHER reports (and become part of the control group). (Evans Ex. C, p. 1.) Since the treatment group is identical to the control group *except* for the fact that they receive MyHER reports, any difference observed from the evaluation analysis between the energy consumption of the treatment group and that of the control group is due to exposure to the MyHER program. (*Id.* at 7.) In essence, the motivation to be as or more efficient than others is measured by the difference in energy consumption between the treatment group and the control group. As seen in the DEC MyHER Program Evaluation, the treatment group consumed 234 less kWh in annual savings per home than the control group, indicating that customers did indeed strive to be energy efficient as a result of receiving the normative comparison. (*Id.* at 20.)

Through the independent, third-party evaluator's analysis, the Company is also able to quantitatively see these benefits in the uplift, that is the increased participation of the treatment group to participate in other DEC energy efficiency offerings at a greater rate than those in the control group. (*Id.* at 24.) Since the Company's energy efficiency programs are designed to save energy, any savings attributable to increased participation in other DEC programs must be deducted from the MyHER impact estimates to avoid any savings being counted by both the MyHER program and the program where savings were originally claimed. As reflected in Table 3-8 of the DEC MyHER Program Evaluation, a little more than 4 kWh per participant was deducted from the MyHER savings of 234 kWh to avoid any double-counting, resulting in the final evaluated MyHER impact of 230 kWh per participant. (*Id.* at 20.)