



# Residential Energy Efficiency Opportunity Report INSTRUCTIONS

Viewing the report requires downloading Tableau Reader, a free program that will allow you to open Tableau Workbooks:  
**Download the free reader at : <http://www.tableausoftware.com/products/reader>**

**Visit**

**[http://www.pge.com/mybusiness/environment/whatyoucando/greencommunities/  
your community report](http://www.pge.com/mybusiness/environment/whatyoucando/greencommunities/yourcommunityreport)**

## **This document contains:**

<b>Report Overview:</b>	<b>A description of the report, its purpose and methodology</b>
<b>Tableau Instructions:</b>	<b>User guide to opening, printing, and using the interactive reports.</b>
<b>Report Details:</b>	<b>Guide to reading and interpreting the individual pages of the report.</b>

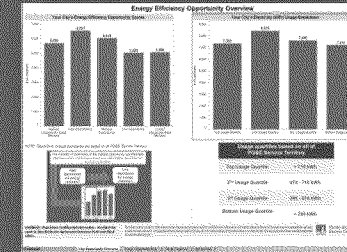




## The report contains the following worksheets:

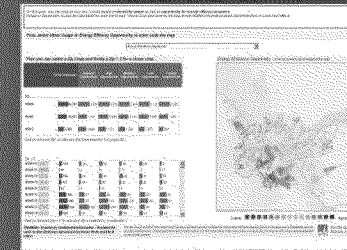
City  
Opportunity  
Overview

An overview of the opportunity for energy efficiency in your city. Distribution of Energy Efficiency Opportunity (by quintiles) and energy usage (by quartile).



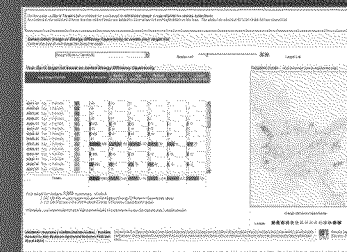
Usage  
Opportunity  
Map

This interactive map will help you explore the characteristics of areas in your region that you've targeted for energy efficiency programs.



Create Target  
List

This interactive map will help you develop a list of areas to target and show you the characteristics of each area.



Get the Data

This sheet has raw data for export into spreadsheet, including Census tract to zip plus four mapping and GIS information for individual zip plus four locations.





# PURPOSE

**This report is intended to identify areas in your community with the best potential for energy reduction, the first step in a process to determine where to focus your efforts and investments to achieve maximum impact**



<b>Potential</b> +	Engagement +	Investment =	Impact
<p><b>Which areas have the highest opportunity for energy reduction?</b></p>	<p>Which customers are most likely to respond to programs?</p> <p>How should customers be approached?</p>	<p>How should dollars be allocated to achieve the highest impact?</p>	<p>Response rate Energy saved Cost per unit energy saved</p>

To help you identify areas with highest opportunity for energy reductions, this report presents analysis utilizing customer Energy Efficiency Opportunity Score

### Energy Efficiency Opportunity Score

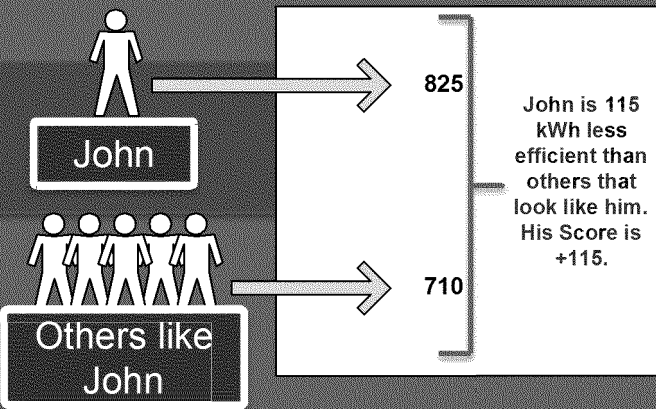
A score applied to each customer based on their level of energy efficiency opportunity compared to others that look like them.

If the customer is less efficient than others that look like him/her – then there is a larger opportunity to improve their energy efficiency

- ### Key predictor variables of kWh usage include:
- Dwelling type
  - Home market value
  - House square footage
  - Year house built
  - Number of people in HH
  - Presence of pool
  - Purchase appliance past 24 months
  - Gender
  - Income
  - Area/Climate Zone

Both John & Others that look like him have the following characteristics:

- Dwelling:** Single Family Residence
- House Square Footage:** 4000 Sq. Ft.
- House Year Built:** 1985
- # of People in Home:** 4
- Climate:** Non-Temperate



**John uses more energy than his peers.**

Others like John use less energy

**John has high opportunity for energy reduction relative to his peers and has a high Energy Efficiency Opportunity Score**





# Residential Energy Efficiency Opportunity Report

## How to read CITY OVERVIEW

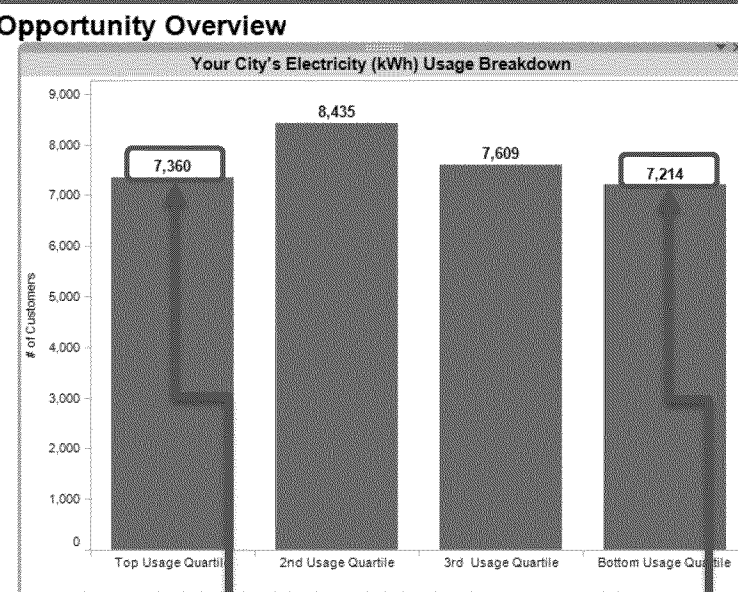
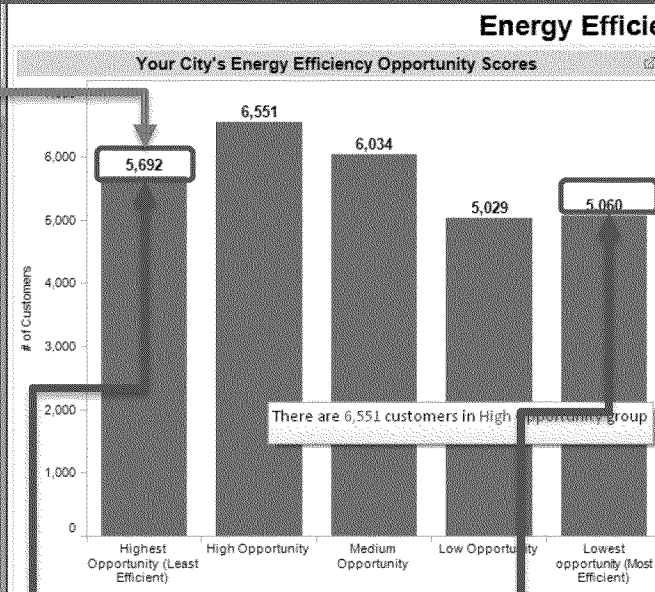
This page describes how much opportunity there is in your city for energy reduction and how your city uses energy relative to the rest of PG&E's Service Territory

This is your city's  
**Energy Efficiency  
Opportunity Profile**

This is your city's  
**Energy Usage  
Profile**

Number of households in this quintile

### Energy Efficiency Opportunity Overview



**Less efficient households**  
(customers with a high Opportunity Score)

**More efficient households**  
(customers with a low Opportunity Score)

**Higher usage households**

**Lower usage households**



# Residential Energy Efficiency Opportunity Report

## How to read USAGE/OPPORTUNITY MAP

This page shows you how much opportunity there is in 7-Digit Zip Code Areas for energy reduction

electricity usage as well as opportunity for energy efficiency programs. Mouse over each area on the map to get detailed information about the distribution of customers within it.

First, select either Usage or Energy Efficiency Opportunity to color code the map

Energy Efficiency Opportunity

This map shows distribution of customers based on the selected criteria (Usage or Opportunity).

Then you can select a Zip Code and finally a Zip + 2 for a closer view:

Zip	Total Customers	Highest Opportunity	High Opportunity	Medium Opportunity	Low Opportunity	Lowest opportunity
95926	12,761	2,308	2,574	2,459	2,118	2,293
95928	10,877	1,776	2,256	2,145	1,836	1,860
95973	7,086	1,608	1,721	1,430	1,075	907

This represents the distribution of customers in each area according to the selected criteria

Click on the word 'Zip' to clear your Zip Code selection ( or press ESC )

Zip + 2	Total Customers	Highest Opportunity	High Opportunity	Medium Opportunity	Low Opportunity	Lowest opportunity
95926-1	174	35	43	35	29	21
95926-1	44	8	6	11	3	11
95926-1	185					26
95926-1	141					30
95926-1	39					9
95926-1	39					70
95926-1	4					61
95926-1	522	149	138	111	56	61
95926-1	184	28	43	38	33	34

Colors correspond to colors on the map

Click on the word 'Zip + 2' to clear your Zip + 2 selection ( or press ESC )

Each zip+2 area represents a group of zip+4 areas (the individual dots) which are aggregated into zip+2 groups to protect customer privacy.

95973-0109, part of 95973-01  
95973-01 has 359 customers, of which 134 are Highest Energy Efficiency Opportunity group 81 are 2nd highest Energy Efficiency Opportunity group

Float your mouse over the map to learn more about an area

Lowest [Color Scale] Highest

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# Residential Energy Efficiency Opportunity Report How to use CREATE TARGET LIST

This page creates a list of the top areas for energy reduction in your city

... on electricity usage or opportunity for energy reductions. ... added to your target list and highlighted on the map. The areas

Make the list larger or smaller - areas with higher opportunity for energy reduction or usage will be displayed on the map first

You can choose to display areas by: Energy Efficiency Opportunity Score or Average monthly household usage

Select either Usage or Energy Efficiency Opportunity to create your target list:  
Control the size of your target list using the slider

Energy Efficiency Opportunity

Smaller List

Larger List

Your Zip+2 target list based on ranked Energy Efficiency Opportunity

Avg Usage Quartile	Total Customers	Highest Opportunity	High Opportunity	Medium Opportunity	Low Opportunity	Lowest opportunity
95973-53 Top : > 718 kWh	43	23	9	8	0	1
95928-88 Top : > 718 kWh	21	9	6	5	0	1
95973-86 Top : > 718 kWh	47	21	13	9	0	4
95926-77 Top : > 718 kWh	112	49	28	17	7	11
95973-81 Top : > 718 kWh	71	29	18	15	3	6
95926-52 Top : > 718 kWh	104	37	26	20	9	8
95926-91 Top : > 718 kWh	21	9	6	3	0	2
95973-58 Top : > 718 kWh	544	192	170	99	41	33
95926-87 Top : > 718 kWh	29	12	6	5	3	3
95973-87 Top : > 718 kWh	104	42	25	15	10	12
95926-71 Top : > 718 kWh	21	6	7	5	2	1
95928-39 Top : > 718 kWh	232	67	79	56	13	14
95973-97 Top : > 718 kWh	25	10	6	5	1	1
<b>Totals</b>	<b>7,855</b>	<b>2,346</b>	<b>2,115</b>	<b>1,504</b>	<b>872</b>	<b>788</b>

This represents the distribution of customers in each area according to the selected criteria

Each 7-digit Zip Code area represents a group of 9 digit Zip Codes (the individual dots) which are aggregated into 7-digit zip codes groups to protect customer privacy.

These 7 digit ZipCodes represent the areas of highest Energy Efficiency Opportunity or Average Usage

Total distribution for Zip+2 areas showing on the list

This is a summary of customers currently displayed in the target list

Your target list contains 7,855 customers, of which 2,346 (29.9% of your target list) are in the Highest Energy Efficiency Opportunity group 2,115 (26.9%) are in the 2nd highest Energy Efficiency Opportunity group  
Ultimately, you would want to have high percentages of customers in your top opportunity / usage groups.

Float your mouse over the map to learn more about an 7-digit zip code area



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