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COMPANY NAME: PacifiCorp d/b/a Pacific Power

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Select report type: RE (Electric) RG (Gas) RW (Water) RT (Telecommunications)
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 Order

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List Key Words for this report. We use these to improve search results.

2020 Customer Communication and Outreach Report to the Energy Trust

Send the completed Cover Sheet and the Report in an email addressed to PUC.FilingCenter@state.or.us

Send confidential information, voluminous reports, or energy utility Results of Operations Reports to PUC Filing Center, PO Box 1088, Salem, OR 97308-1088 or by delivery service to 201 High Street SE Suite 100, Salem, OR 97301.



825 NE Multnomah, Suite 2000
Portland, Oregon 97232

May 14, 2021

VIA ELECTRONIC FILING

Public Utility Commission of Oregon
Attn: Filing Center
201 High Street SE, Suite 100
Salem, OR 97301-3398

RE: RE 138—2020 Customer Communication and Outreach Report to the Energy Trust of Oregon

Enclosed for filing by PacifiCorp d/b/a Pacific Power is the 2020 Customer Communication and Outreach Report to the Energy Trust of Oregon. This report is submitted to the Public Utility Commission of Oregon at the request of Commission staff.

Please direct any informal inquiries to Cathie Allen, Regulatory Affairs Manager, at (503) 813-5934

Sincerely,

Shelley McCoy
Director, Regulation

Enclosure

2020 Pacific Power Commercial and Residential SB 838 Work

Introduction

Through passage of Senate Bill 838 (2007), the legislature created a funding mechanism for additional cost-effective energy conservation measures beyond what is attainable through Oregon's existing public purpose funding. SB 838 allows the Public Utility Commission to authorize electric companies to "include in its rates the costs of funding or implementing cost-effective energy conservation measures." (ORS 757.689) Rather than developing distinct programs, Pacific Power recognized the value Energy Trust of Oregon had already established in the market and concluded that customer confusion would be minimized if SB 838 funds were used to enhance these established programs. Pacific Power executed an agreement with Energy Trust and beginning January 25, 2008, began providing a majority of SB 838 funds to Energy Trust. Remaining SB 838 funds are retained by Pacific Power to promote Energy Trust programs to customers. This document provides a summary of activities for those retained funds and is the seventh annual report.

Communications and Outreach Approach

With more than 100 years of service, Pacific Power has strong awareness among our customers, and they look to their electric utility to educate them on managing their energy use and providing them with energy efficiency resources. Pacific Power utilizes the retained SB 838 funds to connect with our customers, engage them on the value of energy efficiency, and direct them to Energy Trust programs. Through the use of SB 838 funds, the company is focused on having a consistent dialogue with our customers, so they know where to find these programs when they need them, and understand the context of how these programs benefit all customers receiving service from Pacific Power.

Pacific Power is focused primarily on educating customers outside of the Portland area on Energy Trust programs and incentives. The SB 838 funds allow Pacific Power to reach a broad geographic range of customers under a trusted and recognizable brand name to help ensure that all of our customers are aware of opportunities available from Energy Trust. In 2020, 80% of Pacific Power residential customers in Oregon are aware that Pacific Power offers solutions to help customers use energy more efficiently.

Pacific Power encourages and promotes Oregon residents to stay informed on energy efficiency offers and incentives. Due to the COVID-19 pandemic, in person outreach events were temporarily suspended. Customer engagement remained through traditional marketing approaches and expanded to two new offers through Whole Home Energy Kits and Home Energy Reports. The Whole Home Energy Kits included investigating new ways to target customers in energy burdened communities.

While the communications program is broad, the outreach component of Pacific Power's plan is direct and allows the utility to foster conversations with small and mid-size business customers about Energy Trust programs.

Collaborative Process and Planning

The communications plan is a collaborative effort between Pacific Power and Energy Trust and considers additional communications and outreach efforts as they arise. After final budget determination by Energy Trust, Pacific Power's team provides an annual communications and outreach plan to Energy Trust each fall outlining objectives, strategies, messages and media plan for the upcoming year. A

calendar is set based on seasonally optimal periods for communications for both Pacific Power customers and Energy Trust. Pacific Power provides an SB 838 Communications & Outreach Plan, as well as a media flowchart. Pacific Power also incorporates requests for energy efficiency program promotional support from Energy Trust, outside of the SB 838 budget. These requests are primarily specific program offers and promotions and are accommodated within the overall Pacific Power customer communications plan to help build a larger conversation on energy efficiency programs with Oregon customers.

Pacific Power and Energy Trust communications teams meet regularly throughout the year to review upcoming activities and make any necessary adjustments. Communications staffs meet as needed and confer by phone and email on work in progress and new developments between regular collaboration meetings.

Objective, Strategies and Key Messages

Communication Objective

- Increase overall awareness of and regional participation in Energy Trust incentive programs and services by Pacific Power residential and small /mid-size business customers.

Communication Strategies

- Focus communications throughout Oregon to reach concentrated and highly populated markets in Pacific Power territory; continue to increase awareness in other parts of the state as budget allows.
- Use a variety of cost-efficient, high-impact media channels to reach customers, including TV, streaming services, radio, print, outdoor, digital display, social media, email, direct mail and sponsorships.
- Create an advertising campaign to complement other customer communications efforts planned in Oregon (from separate Energy Trust or Pacific Power budgets) such as bill inserts, newsletter stories, and direct mail.
- Reach customers during seasonally optimal periods, when they are thinking about energy efficiency measures the most.
- Tie in Energy Trust's programs with the company's general energy efficiency call to action to be Wattsmart.
- Transitioned marketing strategies and outreach to focus on no-cost and low-cost measures as a result of COVID-19.
- Utilize existing community and customer relationships through regional business managers (RBMs).
- Collaborate with Energy Trust to develop marketing in targeted geographic areas.

Key message

You have the power to save energy and money through programs available through Energy Trust is the key message. "Being Wattsmart is good for Oregon, and your wallet." "With simple Wattsmart steps you can make a big difference for Oregon and the environment. Both now and into the future."

Communications and Outreach Activities

See Appendix A for activity details

Communication Tactic	Description	2020 Results / Impressions / Approximate Quantities														
SB 838-funded communications and outreach activities																
TV, radio, print and outdoor advertising	<ul style="list-style-type: none"> Starting in April, ran TV, radio, print and outdoor advertising. Placed outdoor transit ads in certain markets. Focus of the campaign is energy efficiency with specific references to Energy Trust incentives, smart thermostats, and efficient lighting. Ads refer customers to BeWattsmart.com (Pacific Power page with clear links to Energy Trust) and to Energy Trust's toll-free phone number. Additional television ads ran in June and July and are co-branded with Energy Trust and Pacific Power to direct customers to Energy Trust website. 	Impressions: <table> <tr> <td>TV/Cable</td> <td>5,138,173</td> </tr> <tr> <td>Radio</td> <td>3,876,165</td> </tr> <tr> <td>Print</td> <td>626,977</td> </tr> <tr> <td>Digital</td> <td>23,044,869</td> </tr> <tr> <td>Social</td> <td>2,632,482</td> </tr> <tr> <td>Outdoor</td> <td>5,899,764</td> </tr> <tr> <td>TOTAL</td> <td>41,218,430</td> </tr> </table>	TV/Cable	5,138,173	Radio	3,876,165	Print	626,977	Digital	23,044,869	Social	2,632,482	Outdoor	5,899,764	TOTAL	41,218,430
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Business print ads	Placement examples include: Cascade Business Book of lists. Ads refer customers to Energy Trust's phone number and BeWattsmart.com.															
Trail Blazers radio sponsorship	Some radio spots ran during the short Trail Blazers season due to COVID-19.															
Digital advertising	<ul style="list-style-type: none"> Banner ads on local media sites, blogs, behavioral ad targeting and pay-per-click ad placements. Digital/social ads also ran during the summer months to encourage customers to increase thermostat setting and/or use fans to stay cool and save. 															
Home Energy Report emails	New emails, developed in collaboration with Energy Trust, started being delivered to Oregon residential customers in fall 2020 with personalized energy usage insights. Two emails are sent per month with a monthly usage summary and a similar homes comparison. The emails had a 36% open rate, nearly double the utility industry average. Email recipients also gave the email communications they received 87% "likes" via thumbs up and thumbs down voting buttons included with every message.	1.04 million emails														
Smart thermostat and kit promotion emails	In response to COVID-19, Pacific Power ran a promotion in partnership with Energy Trust targeting residential customers offering a free Nest smart thermostat or home efficiency kit. This campaign included direct email, digital and social ads.	167,330 emails														

Irrigation Mailing	Mailings to Oregon irrigation customers highlighting irrigation incentives and offerings.	4,421 mailings
Pacific Power-funded communications and outreach activities		
<i>Connect</i> residential customer newsletter	Energy efficiency and Energy Trust programs mentioned in Pacific Power newsletter sent in bills and through email. Newsletter content developed collaboratively with Energy Trust.	1 million inserts
New customer mailings	Mailings to new customers mention Energy Trust services and incentives, as well as the data transfer.	66,000 mailings
Web	<ul style="list-style-type: none"> • pacificpower.net/wattsmart and promotional URL BeWattsmart.com link to Energy Trust's website. 	105,353 page views
Twitter @PacificPower_OR	Tweets several times per week, some promote energy efficiency and Energy Trust incentives/services.	5,366 followers
Facebook	Information and tips posted three times or more per week. Ongoing campaign to increase the number of individuals and businesses we communicate with via Facebook.	24,636 fans
Energy Trust-funded communications and outreach activities with Pacific Power		
Bill inserts in Pacific Power bills	Two to three inserts per year to promote Energy Trust residential incentives/services, smart thermostats; inserts also posted online for customers who receive paperless billing.	950,000 inserts

COVID-19 Pivot from Traditional Commercial and Residential Outreach

Prior to COVID-19, Pacific Power used field energy consultants to provide updated information on Energy Trust incentives, tax credits, grants and other resources available for small to mid-size commercial and residential energy efficiency projects in Oregon. Typically, as directed by Pacific Power, the field energy consultants presented and coordinated multiple events throughout Oregon and provided referrals to applicable Energy Trust programs. However, due to COVID-19 social distancing requirements, Pacific Power events and Be Wattsmart workshops were not held in 2020. Pacific Power worked closely with Energy Trust to determine alternate ways to reach out to customers and produced two new mechanisms to keep customers informed and engaged; 1) Google Nest Thermostat-E and Whole Home Energy Kits, and 2) Home Energy Reports.

Google Nest Thermostat Energy Saver Kits

Pacific Power worked with Energy Trust to offer free co-branded Whole Home Energy Kits and Google Nest Thermostat-E's to Oregon residential customers. Each week approximately 20,000 emails were sent to customers in targeted rural and energy burdened zip codes providing them their choice of which offer to receive.

The marketing strategy was another critical element for the promotion's success. It included weekly email campaigns throughout the promotion as well as digital and social marketing via Facebook, Instagram, and digital ads to zip codes in the targeted communities. Email marketing drove considerable traffic and conversions to the website: 58 percent of the promotion's total

orders were placed within 48 hours of the email campaigns. Key messages were focused on increasing comfort and whole home efficiency. The market strategy and customer targeting included reviewing Oregon customer demographics to determine energy burdened communities. This included zip codes with higher proportions of customers receiving energy assistance payments (EAP), Oregon counties with higher percentages of customers living at or below federal poverty level, and rural customers. Customer targeting data is included in Appendix B.

Promotion Results:

- 10,219 orders, of which 90 percent were delivered to targeted communities.
- Customers were nearly split in their decision making:
 - 51 percent choosing the Nest Thermostat-E
 - 49 percent choosing the Whole Home Energy Kit.
- Customers converted at 30 percent, tenfold higher than the average e-commerce conversion rate of 3 percent.

Home Energy Reports

The Home Energy Reports program is a behavioral program designed to decrease participant energy usage by providing individualized monthly summaries and comparative efficiency data against similar homes. The program also provides an estimated disaggregation of their energy use by appliance type and personalized information on how to save energy. Recommendations range from no cost/low cost to equipment upgrades.

Pacific Power and Rocky Mountain Power have offered Home Energy Reports to customers in other states for over five years. In Washington State, for example, energy consumption of customers receiving reports is compared to a control group (customers not receiving reports). The difference is reported as energy savings. The reports also serve as an additional communication channel for energy efficiency programs and build customer awareness of energy use and saving opportunities.

With COVID-19 challenges impacting traditional program delivery for both the company and Energy Trust, during a regular contract review in early 2020, Pacific Power and the Home Energy Reports delivery provider considered including Oregon as part of an updated implementation contract. Pacific Power approached Energy Trust to see if the program would be a good fit for their residential energy efficiency program portfolio and Energy Trust was highly supportive.

Throughout summer and early fall, a series of working meetings were held between Pacific Power and Energy Trust to agree on energy savings estimates, measure life, cost-effectiveness, implementation schedules, and configurable content. Program details were refined, including the decision to use only emailed Home Energy Reports to approximately 167,000 customers beginning late September 2020. All program costs and energy savings acquisition are reported to and accounted for by Energy Trust.

During the last three months of 2020, approximately one million Home Energy Reports were sent to the approximately 167,000 customers in the treatment group. Depending on the participating recipients billing cycle, customers received 5 to 6 reports each: Welcome Email, a Monthly Summary, and a Monthly Similar Home Comparison. The actionable energy saving tips displayed provide highly personalized recommendations based on the season, home and

appliance profile and actual appliance usage based on results of disaggregated energy use. Energy Trust program information provided during the initial roll-out was also rotated through the reports. Content update and refresh occurs regularly, and Energy Trust is part of the joint team responsible for those changes in Oregon. Monthly tactical meetings between Pacific Power and the Home Energy Reports delivery provider include the Energy Trust team.

Home Energy Report samples are included in Appendix C.

Energy Trust Liaison

Pacific Power has had a dedicated position in place since June 2008 to provide program support to Energy Trust and oversight to the retained SB 838 communications and outreach funds. Additionally, the liaison role oversees Pacific Power's field energy consultants, outreach activities, coordinates with Pacific Power's regional business managers, participates in Energy Trust communications and program collaboration meetings, coordinates on-bill repayment activities through EEAST and other programs, coordinates utility data transfers, develops regular and ad hoc data, activity and financial reporting, and develops and supports other projects as they arise, such as Whole Home Energy Kits and Home Energy Reports, and community generated activities.

Other Energy Efficiency Coordination / Support

- Internal Pacific Power support for Energy Trust programs
- Weekly / Monthly / Quarterly Energy Trust coordination meetings
- Energy Trust Conservation, Renewables, and Diversity Advisory Councils
- Energy Trust board meetings
- On-Bill Financing support
- 1aMW / Self Direct reconciliation

APPENDIX A: 2020 Year End Activities Report for Energy Trust

Pacific Power utilized several approaches to support and deliver energy efficiency communications, advertising and outreach to residential and small- and mid-size commercial customers.¹

In the media (Below are specific Pacific Power advertising campaign titles)

TV

- Being **Wattsmart** is **Good** for Oregon
- Energy Trust co-branded TV

Radio

- Being Wattsmart helps Oregon **Thrive** radio :60
- Hood River Holidays :30
- Being Wattsmart helps Oregon Thrive traffic read :10 and :15

Print

- Being Wattsmart is Good

Outdoor

- Energy Efficiency is Good for Oregon – Waterfall
- Energy Efficiency is Good for Oregon – River

In customer bills

Connect residential newsletter

- A bright 2020 starts at home
- Ways to save (Energy Saver Kits)
- Cool ways to save
- New homes with built-in savings
- Let the savings flow (efficient water heaters)

Bill inserts

- Reward yourself with energy-saving upgrades
- Savings to make your day brighter
- We have the power to save (smart thermostats)

Outbound envelope

- Stay cool and save

In the mail

Direct mail

- New Business Letter
- New Business Brochure

¹ Some activities are funded outside of SB 838 funds.

- New Business Rights and Responsibilities Summary / Energy Trust
- New Residential Welcome Consumer Information Summary / Energy Trust
- New Residential Welcome Aboard Brochure
- New Residential Letter
- Irrigation Direct Mail – letter and brochure
- Ductless heat pump controls pilot

On the web

Email

- New Home Energy Reports (personalized energy usage insights)
- Hood River Holidays email with energy efficient lighting tips
- Smart thermostat Black Friday email (Energy Trust offer)
- Two Ways to Save – smart thermostat/home efficiency kit promotion
- Choose Your Summer Savings – smart thermostat/home efficiency kit promotion reminder

Online Media

- Cooling smart thermostat at 78 degrees – Facebook, Instagram & Digital
- Cooling ceiling fan – Facebook, Instagram & Digital
- Being Wattsmart is good for the environment and for your wallet
- Being Wattsmart helps Oregon's environment, helps save energy and money.
- Choose your summer savings – smart thermostat/kit promotion – Facebook, Instagram & Digital
- Being **Wattsmart** is **Good** for Oregon – OTT (video streaming)

Websites / Social Media (continuous energy efficiency and Energy Trust content)

- pacificpower.net/wattsmart
- BeWattsmart.com
- Pacific Power Facebook page
- Twitter

Support materials

Fact Sheets, Flyers, Brochures and More

- Choose your summer savings flyer
- Residential energy efficiency brochure
- Everyday Choices. Big Impact postcard/insert for smart thermostat/kit promotion
- Irrigation incentives and rebates brochure

APPENDIX B: 2020 Pacific Power Customer Targeting Data

City, County, Zip	RES customers # size rank of 180 zips*	% households receiving EAP	% of county living ≤ Federal poverty
1. Warm Springs, Jefferson 97761	728 (# 93)	39.6%	16.0%
2. Portland, Multnomah 97205	1,660 (# 67)	22.7%	12.0%
3. Sprague River, Klamath 97639	291 (#127)	16.2%	18.5%
4. Kerby, Josephine 97531	290 (#128)	13.8%	17.0%
5. Madras, Jefferson 97741	4,001 (# 38)	13.6%	16.0%
6. Cottage Grove, Lane 97424	3,302 (# 45)	13.5%	18.1%
7. Bly, Klamath 97622	265 (#131)	12.8%	18.5%
8. Beatty, Klamath 97621	159 (#141)	12.6%	18.5%
9. Lakeview, Lake 97630	1,691 (# 66)	10.4%	18.3%
10. Butte Falls, Jackson 97522	229 (#134)	10.0%	14.8%

County RES Customers	RES customers # size rank of 26 counties*	Geographic designation	% of county living ≤ Federal poverty
1. Klamath	28,619 (# 7)	Rural	18.5%
2. Lake	1,750 (#20)	Frontier	18.1%
3. Lane	6,814 (#16)	Urban/Rural	18.1%
4. Josephine	36,616 (# 5)	Rural	17.0%
5. Jefferson	5,990 (#18)	Rural	16.0%
6. Coos	20,988 (# 9)	Rural	15.9%
7. Benton	23,529 (# 8)	Urban/Rural	15.8%
8. Umatilla	14,376 (#11)	Rural	15.8%
9. <i>Morrow</i>	<i>28 (#24)</i>	<i>Frontier</i>	<i>15.4%</i>
10. Douglas	35,885 (# 6)	Rural	15.0%
11. <i>Curry</i>	<i>4 (#26)</i>	<i>Rural</i>	<i>14.9%</i>
12. Jackson	77,794 (# 1)	Urban/Rural	14.8%
13. Marion	10,611 (#13)	Rural	14.5%
14. Wallowa	4,054 (#19)	Frontier	14.5%
15. Sherman	631 (#21)	Frontier	13.9%
16. Lincoln	9,934 (#14)	Rural	13.6%
17. Wasco	497 (#22)	Rural	13.4%
18. Crook	7,124 (#15)	Rural	12.9%
19. Linn	45,794 (# 4)	Urban/Rural	12.7%
20. Polk	12,676 (#12)	Rural	12.7%
21. Multnomah	68,487 (# 2)	Urban	12.0%
22. Gilliam	338 (#23)	Frontier	11.4%
23. Clatsop	19,671 (#10)	Rural	11.0%
24. Hood River	6,020 (#17)	Rural	10.9%
25. <i>Columbia</i>	<i>12 (#25)</i>	<i>Rural</i>	<i>10.2%</i>
26. Deschutes	54,364 (# 3)	Urban/Rural	9.4%

*Oregon zip codes and counties within Pacific Power's Oregon service territory.

APPENDIX C: Home Energy Report samples

See attached .pdf Home Energy Report samples showing:

1. Welcome email
2. Comparison email
3. Monthly Summary email



Hello Johnny,

Over the next few weeks, we're pleased to provide you personalized insights and resources to help you manage your energy costs. Giving you ways to save helps us maintain some of the lowest electricity rates in the nation.

Here's a preview of the insights you can expect to see:

Your total usage for the bill period:

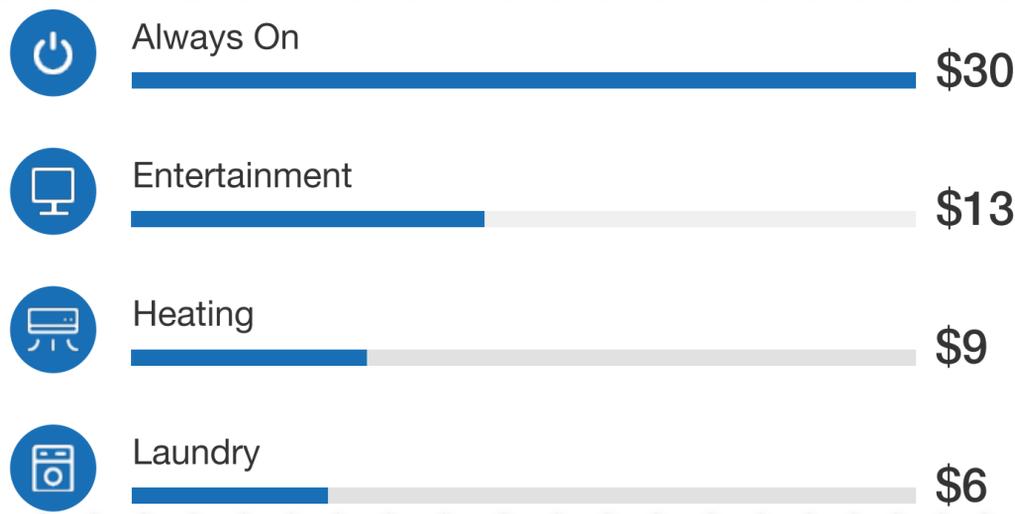
Amount

\$85.20

↑ \$10

+18% vs. previous period

Your energy usage by appliance category:



And your usage compared to other similar homes:

How are you doing?

3/25/2019 - 4/23/2019



Your energy use by appliance over time:



The dashboard will also include personalized energy savings tips to help you save money:

Tips to save energy

- Remove or retract awnings in winter**
Take down or retract any awnings over your windows to let in winter sunshine.
- Find the magic number on the thermostat**
For every degree lower you set your thermostat, you save about 3% on heating costs.
- Use a pressure cooker**
Cooking food at a higher temperature and pressure greatly reduces cooking time and energy use.

Improve the accuracy of your energy usage breakdown by adding details about your home.

UPDATE YOUR HOME PROFILE

Did you find the content in this email helpful?



This email was sent to a_user@yahoo.com

Unsubscribe Privacy Policy FAQ



Hello **Johnny**,

You spent \$100 less on energy than similar homes in your area.

Congratulations! Keep up the good work!

How are you doing?

3/25/2019 - 4/23/2019



Efficient homes are the top 30% in this group that use the least energy. The dollar amount does not include taxes, fees, service charges, etc.

Who am I being compared to?

🏠 Number of similar homes	1,675
🏠 Home type	Single family
📏 Home size (sq. ft.)	1,800-2,200
📍 Zip code	32330
🔥 Home heating type	Unknown

Want to help make this comparison more accurate?

[Explore your Energy usage](#)

Based on your usage, a smart thermostat can help you save.

Consider purchasing and installing a smart thermostat. Average savings could add up to 3% of your total energy costs. Find discounts on a variety of smart thermostats at our [Online Savings Store](#).



[SHOP NOW](#)



Time to save!

Based on your usage breakdown, here are a few tips:



Use oven lights to check on food

Use the oven light to look through the glass window instead of opening it to check food

[LEARN MORE](#)



Find the magic number on the thermostat

For every degree lower you set your thermostat, you save 3% on heating cost

[LEARN MORE](#)



Seal with fire-resistant materials

Seal air leaks with sheet metal or sheetrock and cement caulk

[LEARN MORE](#)

Did you find the content in this email helpful?



* Billing cycle dates may vary.

This email was sent to a_user@yahoo.com

[Unsubscribe](#) [Privacy Policy](#) [FAQ](#)



Hello Johnny,

Explore your latest [energy insights!](#)

8/24/18 – 9/23/18

Your Electricity Usage Summary

Amount

\$85.20

↑ \$10

+18% vs. previous period

The dollar amount does not include taxes, fees, service charges, etc.



Your energy use by appliance*

	Always On	<div style="width: 100%;"></div>	\$30
	Entertainment	<div style="width: 33%;"></div>	\$13
	Heating	<div style="width: 22%;"></div>	\$9
	Laundry	<div style="width: 18%;"></div>	\$6
	Lighting	<div style="width: 15%;"></div>	\$5
	Other	<div style="width: 12%;"></div>	\$4
	Refrigeration	<div style="width: 8%;"></div>	\$2

[Update your home profile](#)

[EXPLORE USAGE](#)

Based on your usage, a smart thermostat can help you save.

Consider purchasing and installing a smart thermostat. Average savings could add up to 3% of your total energy costs. Find discounts on a variety of smart thermostats at our [Online Savings Store](#).



[SHOP NOW](#)



Time to save!

Based on your usage breakdown, here are a few tips:



Use oven lights to check on food

Use the oven light to look through the glass window instead of opening it to check food

[LEARN MORE](#)



Find the magic number on the thermostat

For every degree lower you set your thermostat, you save 3% on heating cost

[LEARN MORE](#)

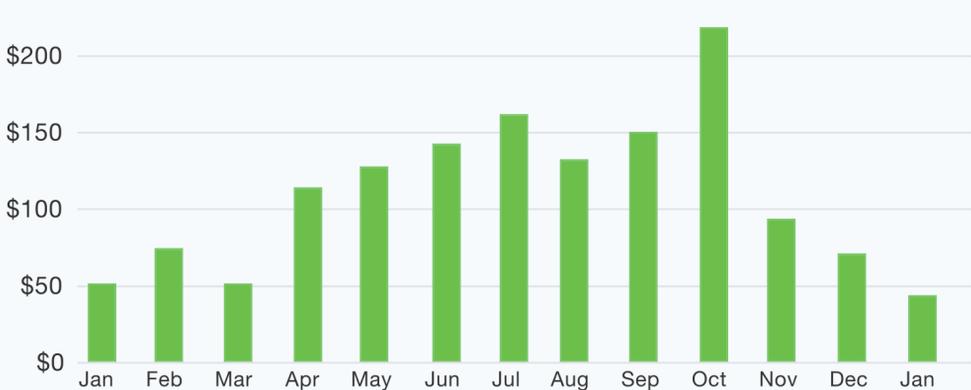


Seal with fire-resistant materials

Seal air leaks with sheet metal or sheetrock and cement caulk

[LEARN MORE](#)

Monthly usage history



Did you find the content in this email helpful?



* Amounts by appliance estimated.

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