

Sense and OhmConnect partner to increase participant savings by 160%

In 2021 OhmConnect partnered with Sense to assess the impact of customer access to real time, appliance-specific energy use and notification on peak event savings. Through a combination of OhmHour rewards and high engagement with the Sense app, study participants delivered substantially higher savings than typical behavioral load management or demand response programs previously achieved.

Approach

The Sense program team developed an outreach campaign to educate Sense users about the OhmHours Rewards program and enrolled participants throughout the summer of 2021. Participants were given the additional incentive to receive a smart thermostat or smart plugs when they participated in their first event.

Once enrolled, Sense-OhmConnect customers received targeted notifications through the Sense App one hour prior to an OhmHour and approximately five minutes into the event. Notifications included recommended actions to achieve maximum savings and encouraged users to consult the devices screen in the Sense App to identify flexible loads that could be shifted into other time periods.

After the study's conclusion, an analysis of savings impacts during peak events was completed along with a survey of active participants to learn more about their behavior and attitudes.

Impact

Nearly 70% of those who saved energy had turned off their AC altogether during OhmHours, instead of just adjusting it up, suggesting that they had pre-cooled their homes in response to the Sense app notification.

SAVINGS

18%

Reduction in home energy usage

ENGAGEMENT

74%

Rated Sense notifications as important

ACTION

4x

More likely to delay high energy tasks like laundry

What's Next

Sense and OhmConnect are hoping to expand their partnership in 2022, including making the Sense Home Energy Monitor available to more households in California as well as expanding to other states and utilities with burgeoning capacity markets.

About: OhmConnect was founded in 2014 with the vision of becoming the world's largest supplier of clean energy. Today, OhmConnect enables hundreds of thousands of customers to reimagine how they use energy, to choose clean energy over dirty energy when required, and to be rewarded for timely, smarter, home energy use