

Shop local energy rewards program motivates Livermore, CA residents to save energy

By combining personalized tips on how to save energy with gift cards from local merchants, WattzOn engaged Livermore's residential and business communities

Residents saved an average of \$20 off utility bills each month

Challenge

Livermore, CA wanted to create an energy efficiency program that engaged students, residents, and businesses to help the city achieve its Climate Action Plan (CAP) goals. As a leader in sustainability, Livermore had many previous programs, so the new offering needed to be innovative and scalable.



“The program made me aware of how to track energy consumption and gave me advice on how to save more.”

- Livermore resident

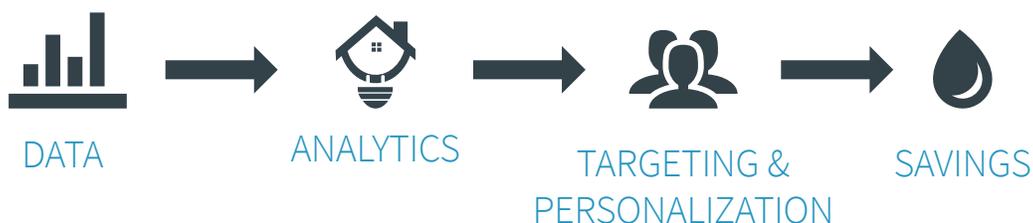
WattzOn's Solution

A branded, personalized community energy program for Livermore residents. Services included:

Online Energy Engagement Platform: Residents received access to customized web and mobile tools that provided personalized tips on saving energy while Livermore simplified its program tracking.

Student Training and Internships: Local high school students conducted program outreach and home energy consultations.

Energy Rewards: Homes that saved energy were rewarded with a gift card to local Livermore merchants.





“The nice thing about the program was the individual counseling... Understanding our energy peaks and our energy spending baseline was also very helpful.”

- Livermore resident

Results

- \$20 per home per month energy savings
- 145,000 resident outreach impressions
- 99,000 lbs. of CO₂ offset
- 24 student interns from 4 high schools
- 14 families that won energy rewards

Save Energy, Shop Local

WattzOn has used rewards in numerous programs, and our experience is the same: a simple reward plus personalized feedback is effective. Most residents are eager to participate in energy savings; they simply need a starting point.



About Us

WattzOn is a personal water & energy management platform that helps companies, communities and individuals save money, water, and energy.

WattzOn provides innovative energy and water solutions by combining advanced technology, behavioral science and powerful data analytics.

For more information contact us at info@wattzon.com.

