

CITY OF
HAYWARD
HEART OF THE BAY

Home Energy Analyzer

April 2, 2014

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Home Energy Analyzer

A free online tool that uses smart meter data to provide in-depth energy use analysis.



energy upgrade™
CALIFORNIA
in Alameda County

HOME ENERGY ANALYZER™
Your Online Path to Savings and Comfort



Home Energy Analyzer

Trends

[trend details](#)

12-Month Rolling Total
\$908

↓ -3%
since last month



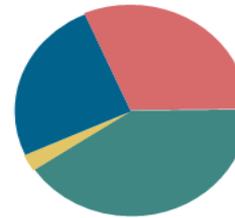
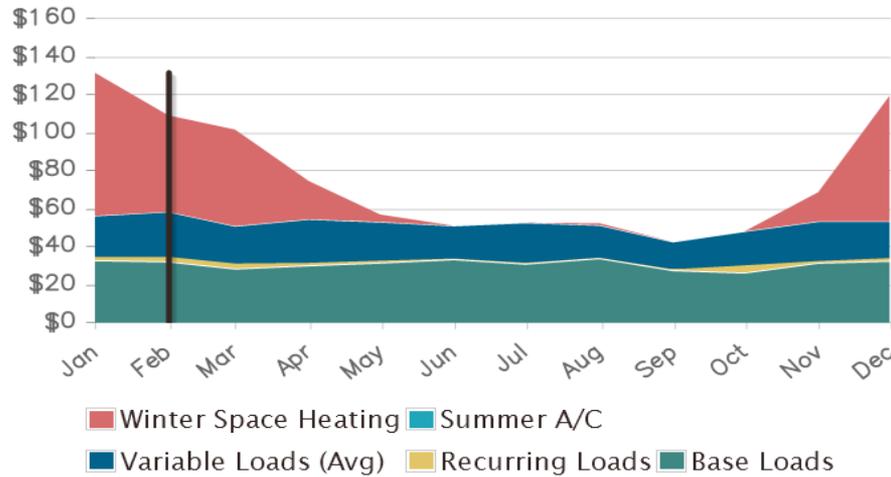
Home Idle Mode
190 Watts

↑ 3%
since last month



Profile

[profile details](#)



You: \$908



California: \$1,172



Alameda County: \$1,757



Home Energy Analyzer

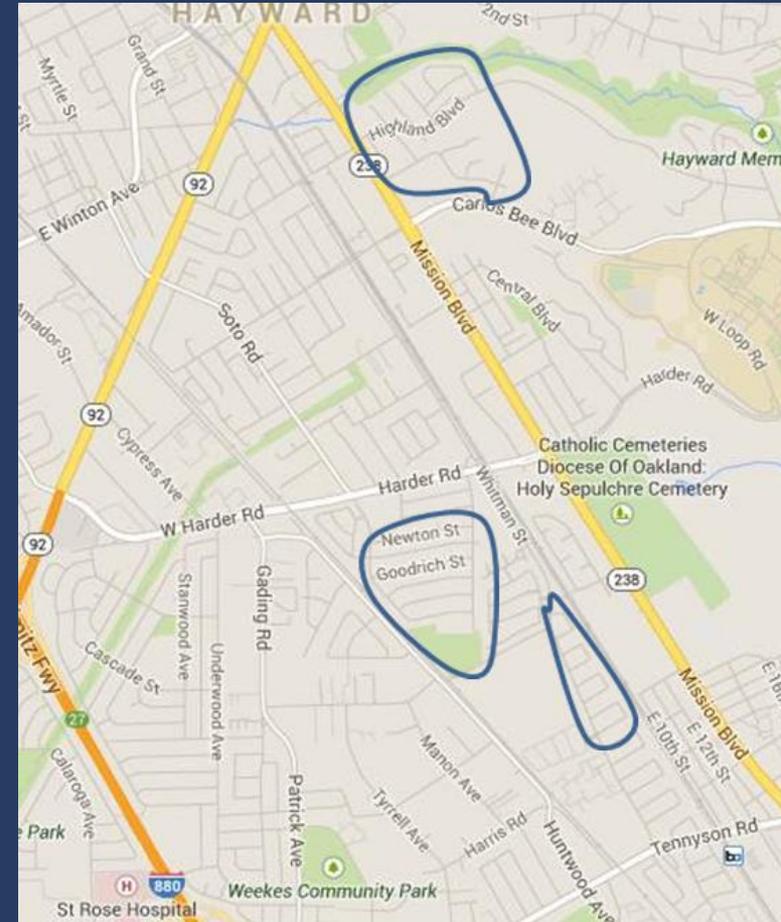
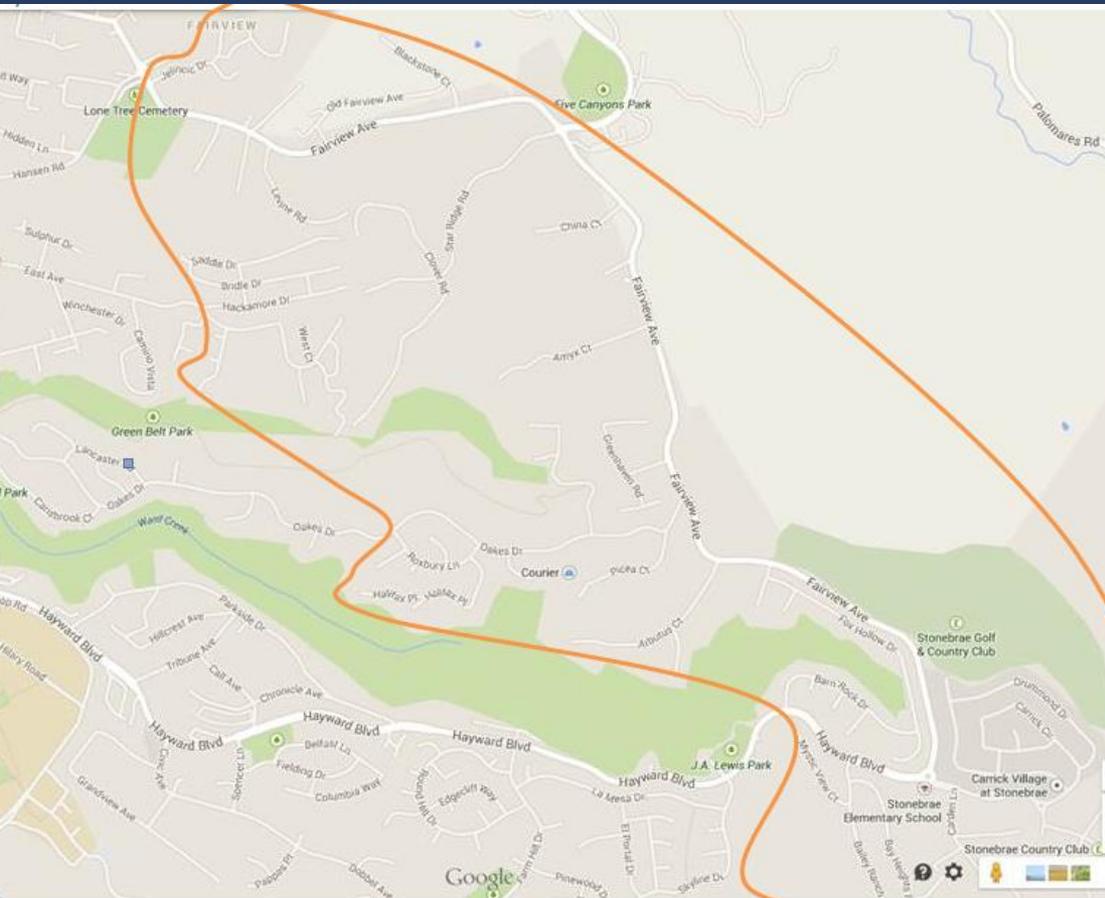
Outreach:

- Hayward Highlights newsletter
- Email blasts
- Bill inserts in water bills mailed January - March
- Hosted workshop on January 30, 2014



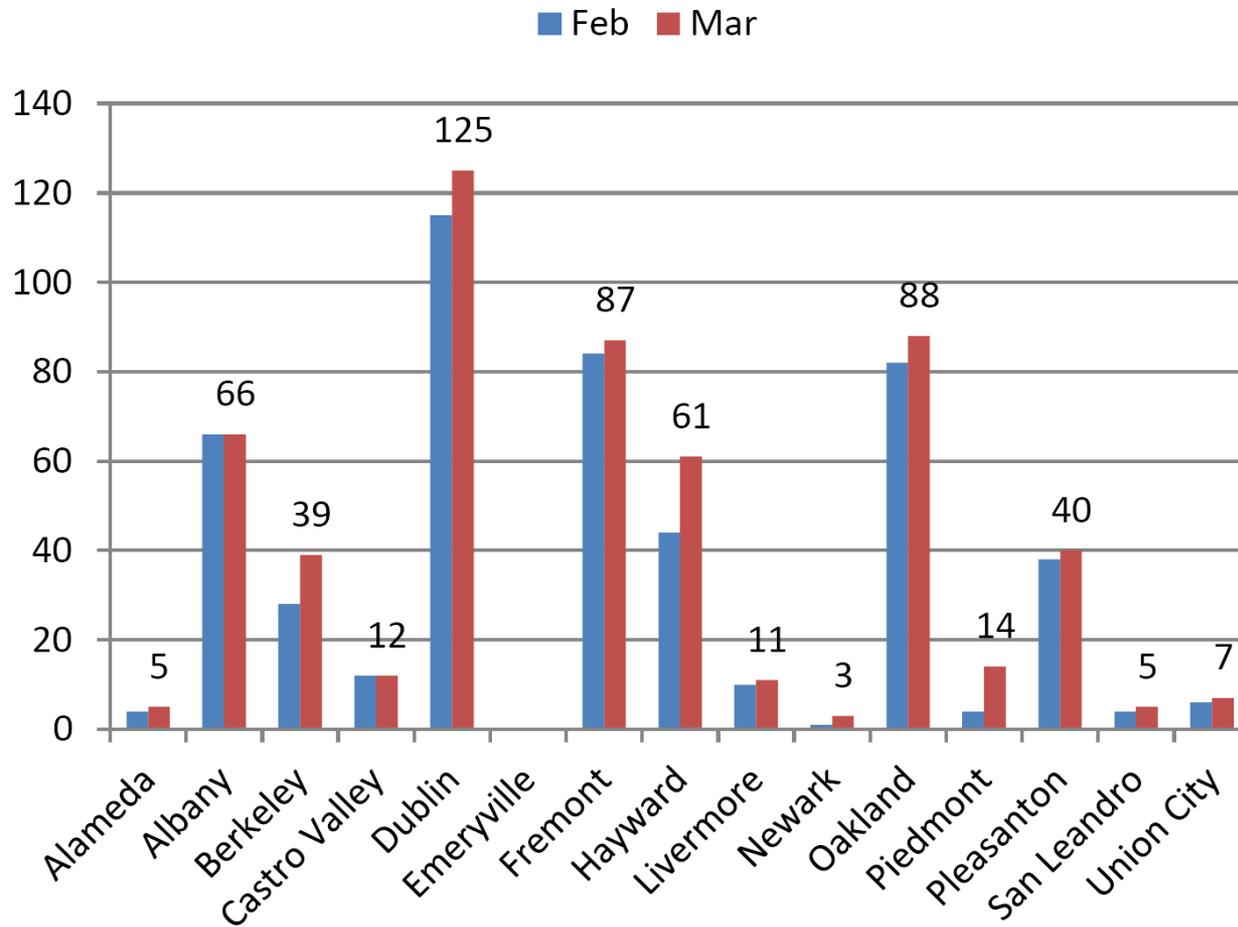
Home Energy Analyzer

Canvassing Areas on Jan. 18 & 25



Home Energy Analyzer

HEA Sign Ups by Member Agency



Home Energy Analyzer

Brief tour of the HEA website...

The screenshot shows a web browser window displaying the Home Energy Analyzer website. The browser's address bar is empty, and the menu bar includes 'File', 'Edit', 'View', 'Favorites', 'Tools', and 'Help'. The website header features the 'energy upgrade CALIFORNIA Home Upgrade' logo in the top right corner. The main content area is dominated by a large image of a man and a young girl sitting on a couch, looking at a laptop. To the right of the image, the text reads 'Eliminate Energy Wasters in Your Home.' Below this, a blue banner contains the text 'HOME ENERGY ANALYZER: Your Online Path to Savings and Comfort.' Underneath the banner are three icons with corresponding text: a magnifying glass over a graph for 'Monitor your energy use online.', a piggy bank for 'Get tips that will save you money.', and a house with a dollar sign for 'Make your home more comfortable.' The central focus is a sign-up section titled 'Sign Up for the Home Energy Analyzer. It's completely free and confidential.' Below this, a form asks for personal information: 'Name', 'City*' (with a dropdown menu showing '-- Select City --'), 'Email', and 'Phone'. To the right of the form, there are two columns of options. The first column, 'Which of these concerns do you have with your home (please select all that apply):', includes checkboxes for 'Drafts around windows and doors', 'High energy bills', 'Excessive humidity or mold', 'Too hot or too cold', and 'Other (fill-in)'. The second column, 'I heard about this from:', includes radio buttons for 'GSA challenge', 'Someone at the door', 'Facebook', 'Workshop or event', 'Online (website or ad)', 'Flyer/mailler', and 'From a friend'. The browser's status bar at the bottom right shows '100%' zoom.

File Edit View Favorites Tools Help

energy upgrade CALIFORNIA Home Upgrade

Eliminate Energy Wasters in Your Home.

HOME ENERGY ANALYZER: Your Online Path to Savings and Comfort.

Monitor your **energy use online**. Get tips that will **save you money**. Make your home **more comfortable**.

Sign Up for the Home Energy Analyzer.
It's completely *free* and confidential.

Tell us about yourself and your home to get started.

Name

City* -- Select City --

Email

Phone

Which of these concerns do you have with your home (please select all that apply):

- Drafts around windows and doors
- High energy bills
- Excessive humidity or mold
- Too hot or too cold
- Other (fill-in)

I heard about this from:

- GSA challenge
- Someone at the door
- Facebook
- Workshop or event
- Online (website or ad)
- Flyer/mailler
- From a friend

100%



Home Energy Analyzer

Staff will continue to promote HEA:

- Newsletters
- Flyers at community events
- Green House Calls

