



Rush Hour Rewards and Seasonal Savings: Results

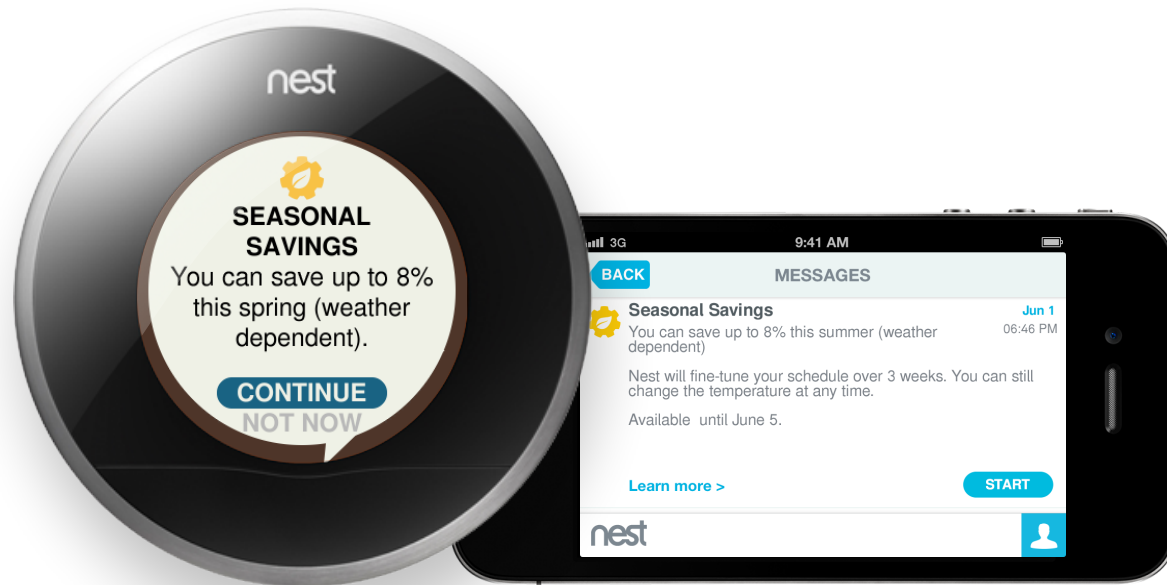
November, 2013

Nest energy partners



The issue

How do you make behavioral change actionable?



The results?

After Seasonal Savings finished adjusting their schedules, homeowners used

6%

less A/C use on average

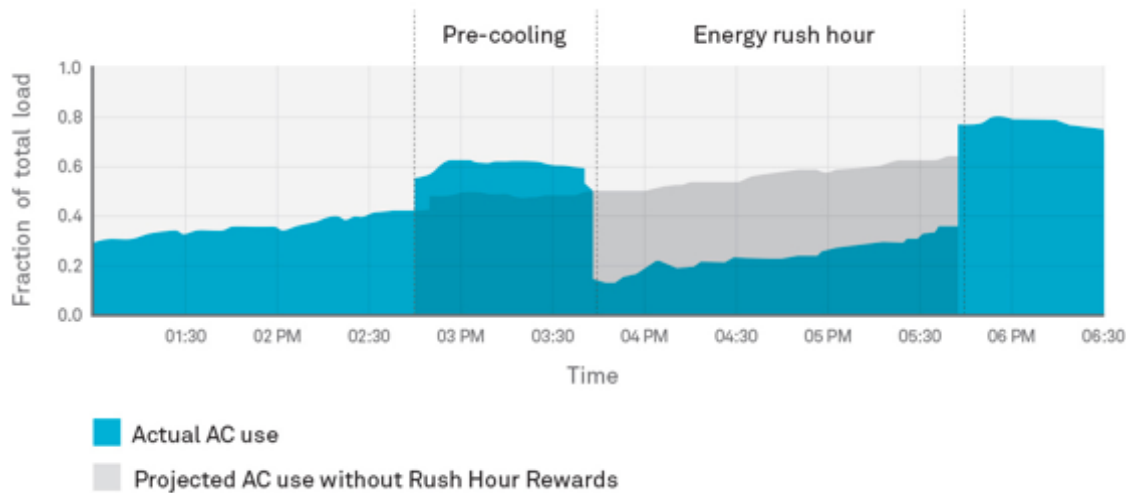


Life with Rush Hour Rewards



Notifications the day before a rush hour

The results?



- 56% average load reduction
- 95%+ connectivity
- <15% manual override

nest
Welcome Home