

Peak-time reduction at scale: motivating behavior change in opt- out programs

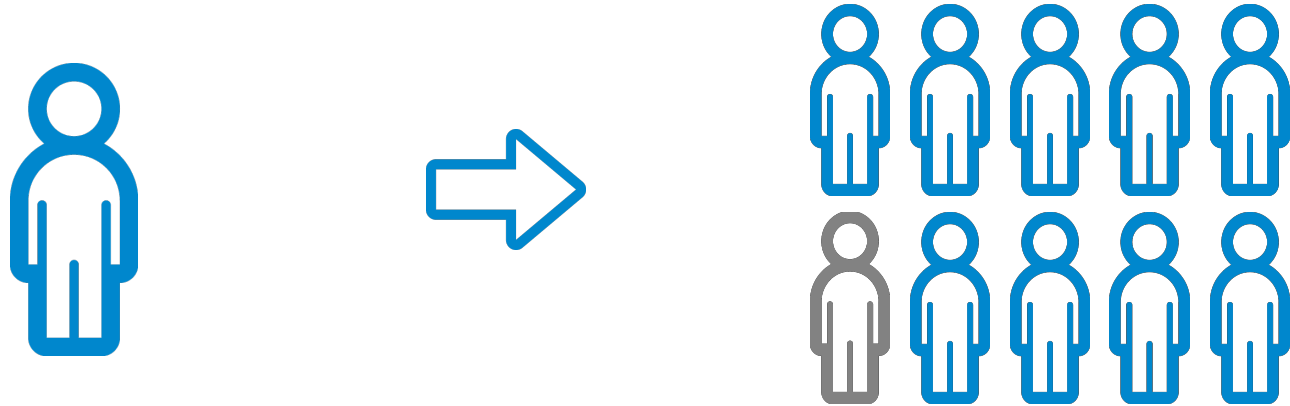
Tom Mercer, Opower



Dynamic pricing pilots show promising peak reductions



Challenge: scaling pilots to opt-out



BGE & Opower partner on PTR rollout

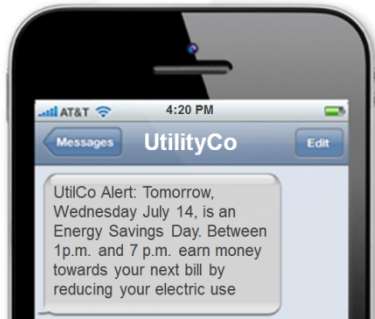


Summer 2013 Details

- » 315k residential customers
- » Default PTR rate w/ \$1.25/kWh rebate
- » 4 events
- » 4M+ personalized communications
- » Multichannel (SMS, email, phone, print)
- » >100 combinations of content & channel

Engaging customers at scale

Cue

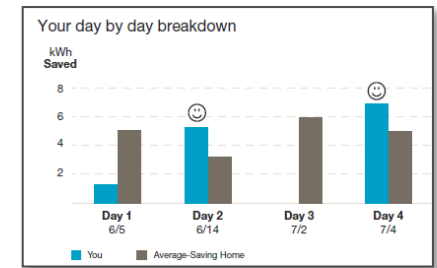


Feedback

You saved **7 kWh** You earned **\$8.75**

Congratulations, on the July 10th Savings Day (1pm-7pm) you used 7 kWh less than you typically use and earned \$1.25 for each kWh you saved. Look for the credit on your bill.

Ongoing Motivation



- Multichannel alerts
- Tailored peak day advice

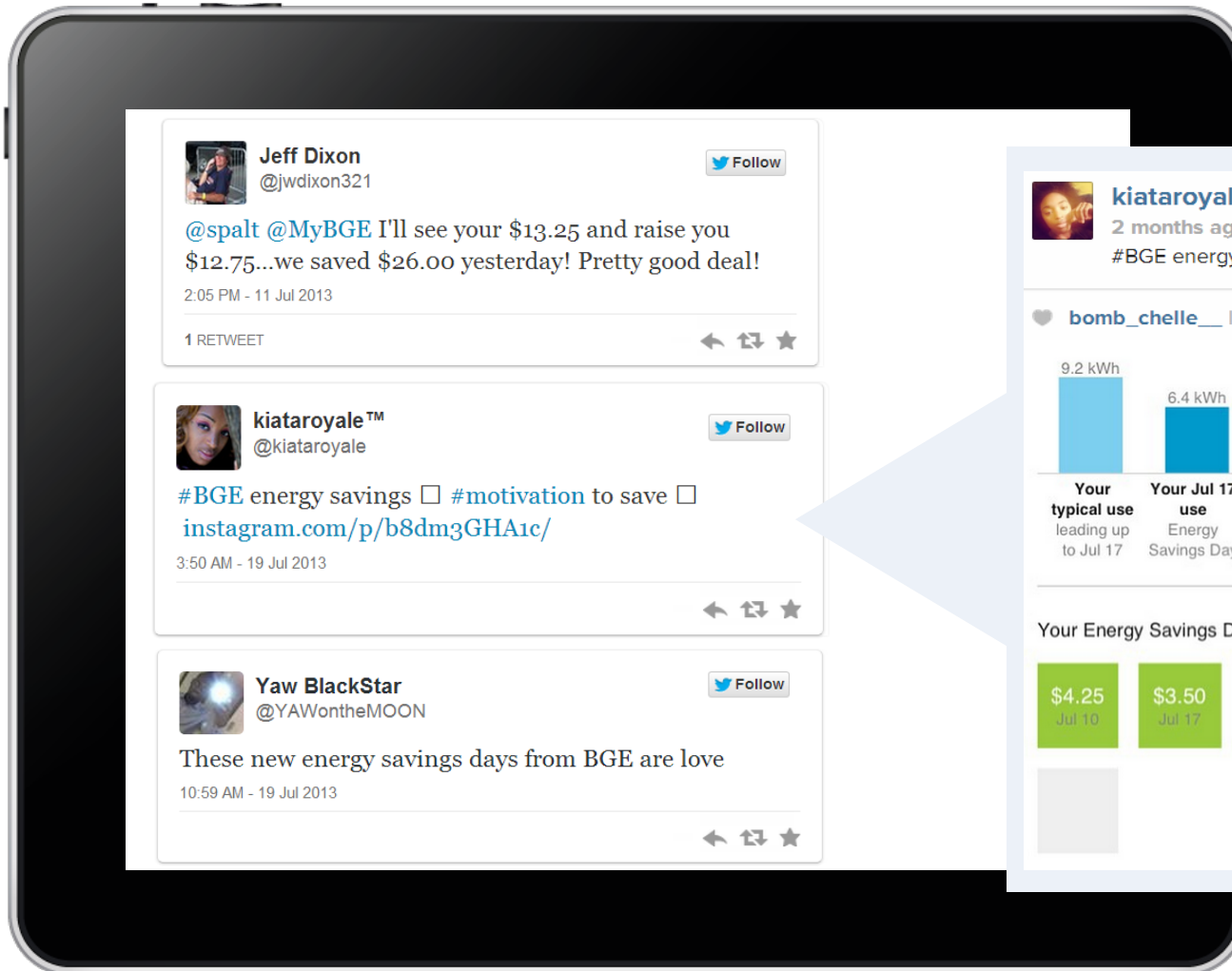
- Personalized feedback
- Results in context to motivate

- Ongoing reinforcement
- Performance trends over time

Measures of success

- » **71%** of customers understood the program's core concepts
- » **85%** were aware (unaided recall) of the events
- » **71%** reported being motivated, **81%** said it was “important for the community”

Additional benefits of engagement



Jeff Dixon
@jwdixon321

Follow

@spalt @MyBGE I'll see your \$13.25 and raise you \$12.75...we saved \$26.00 yesterday! Pretty good deal!

2:05 PM - 11 Jul 2013

1 RETWEET



kiataroyale™
@kiataroyale

Follow

#BGE energy savings #motivation to save
[instagram.com/p/b8dm3GHA1c/](https://www.instagram.com/p/b8dm3GHA1c/)

3:50 AM - 19 Jul 2013



Yaw BlackStar
@YAWontheMOON

Follow

These new energy savings days from BGE are love

10:59 AM - 19 Jul 2013



kiataroyale

2 months ago

Follow

#BGE energy savings #motivation to save

bomb_chelle__ likes this.

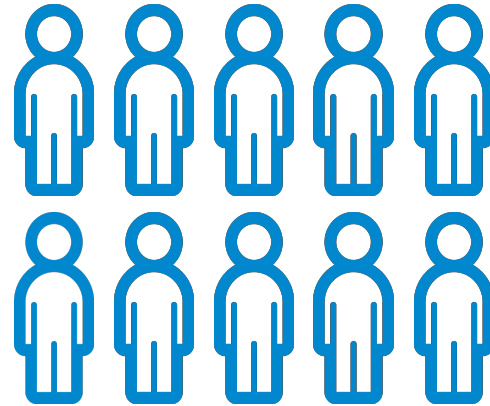
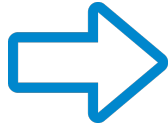


Congratulations, you earned \$3.50 for saving 2.8 kWh.
On the July 17 Energy Savings Day (1 pm – 7 pm), you used 2.8 kWh less energy than you typically use and earned \$1.25 for each kWh you saved. Look for the credit on your bill.

Your Energy Savings Day earnings



Earned so far for reducing your energy use on Energy Savings Days:
\$7.75



Thanks!

Tom Mercer

tom.mercer@opower.com