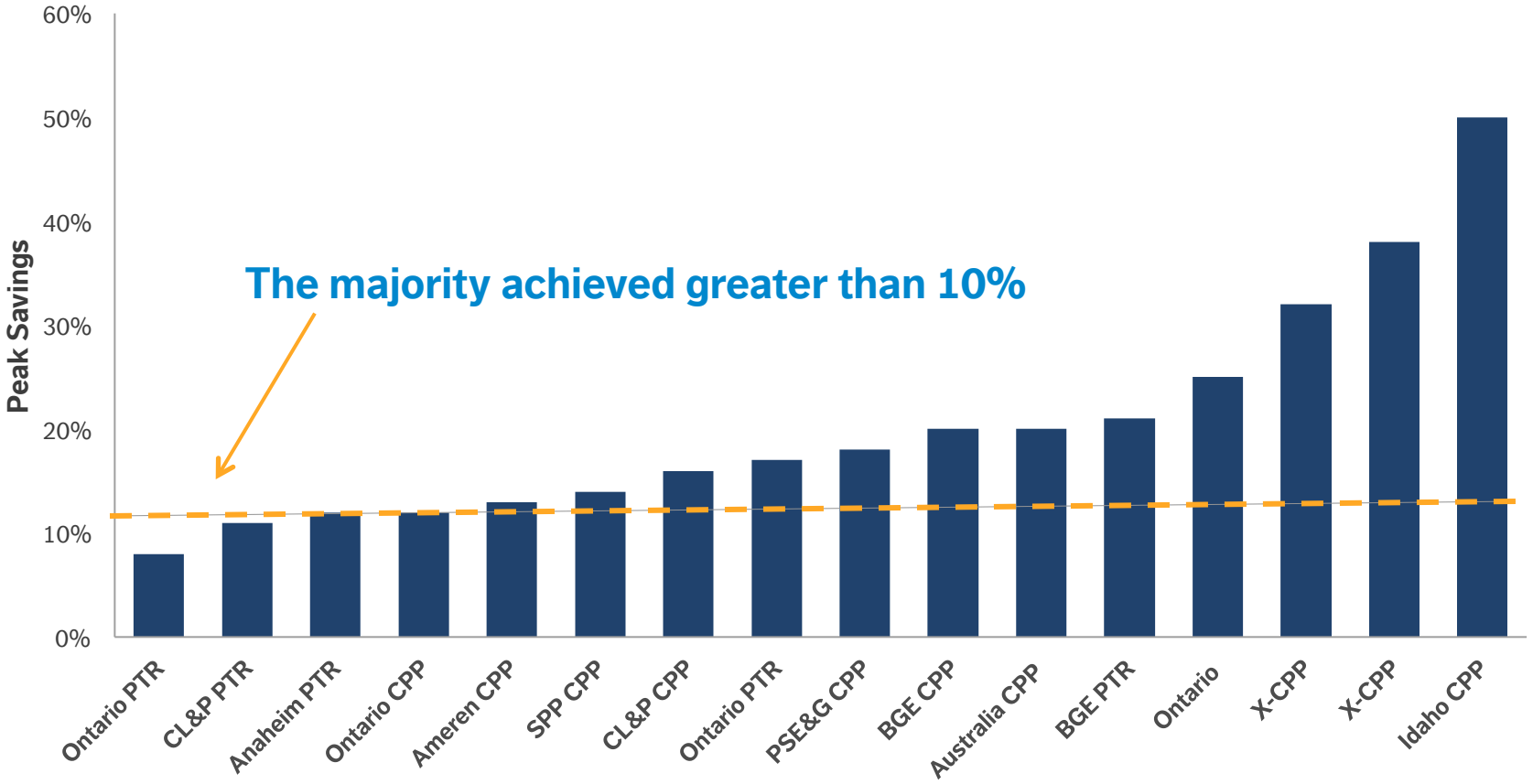
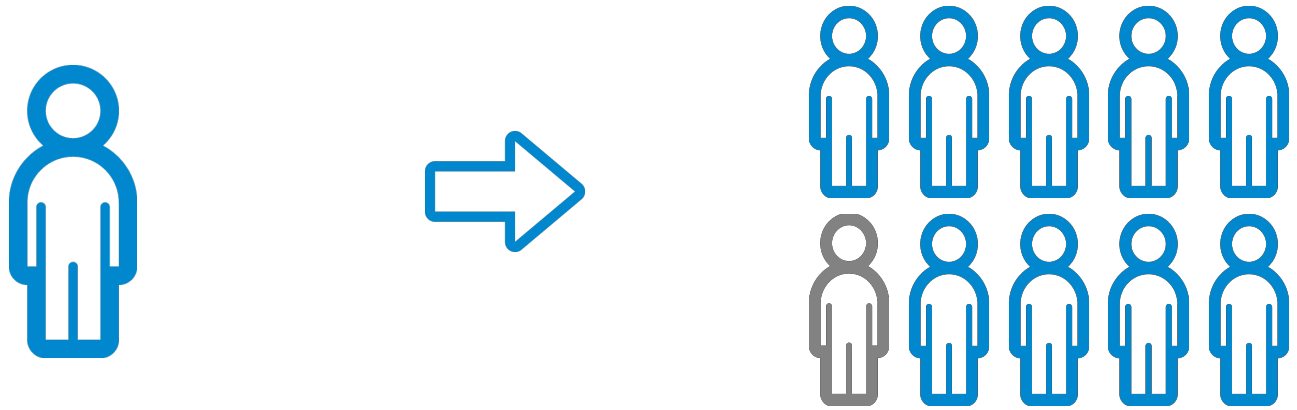
Peak-time reduction at scale: motivating behavior change in opt-out programs

Tom Mercer, Opower

Dynamic pricing pilots show promising peak reductions



Challenge: scaling pilots to opt-out



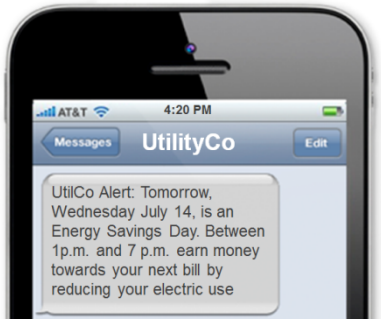
BGE & Opower partner on PTR rollout

Summer 2013 Details

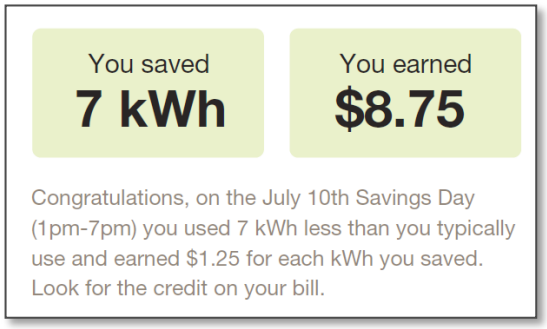
- 315k residential customers
- Default PTR rate w/ $1.25/kWh rebate
- 4 events
- 4M+ personalized communications
- Multichannel (SMS, email, phone, print)
- >100 combinations of content & channel

Engaging customers at scale

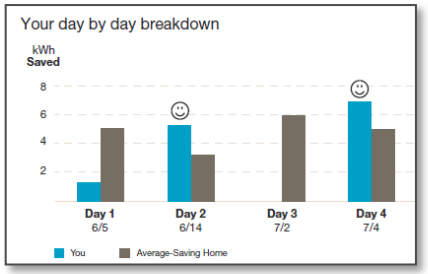
Cue



Feedback



Ongoing Motivation



- Multichannel alerts
- Tailored peak day advice

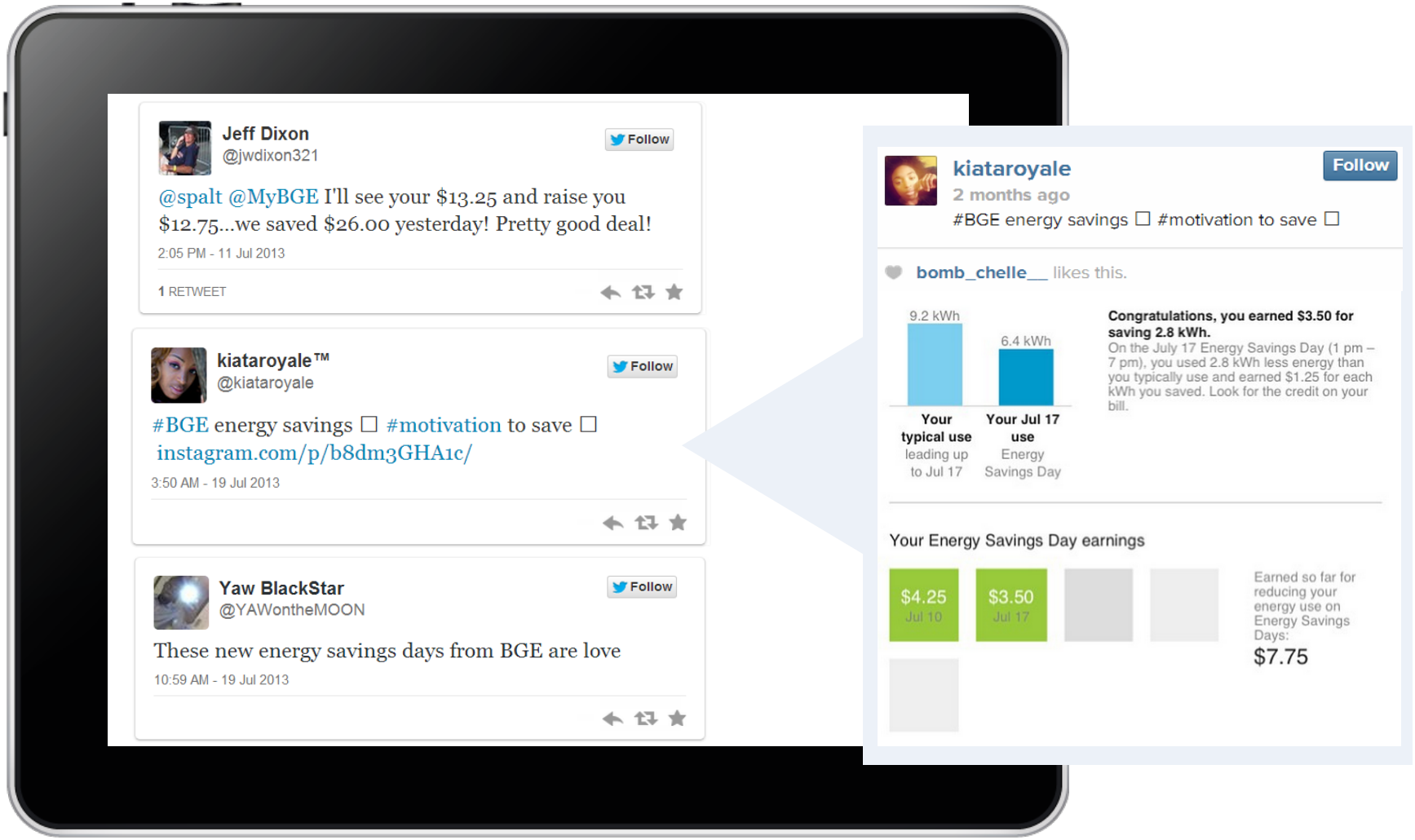
- Personalized feedback
- Results in context to motivate

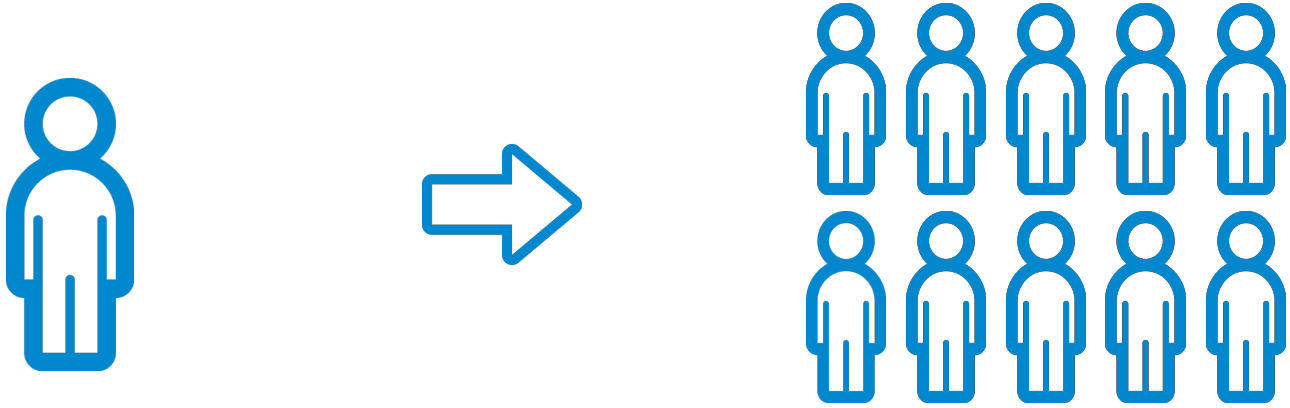
- Ongoing reinforcement
- Performance trends over time

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





Thanks!

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