

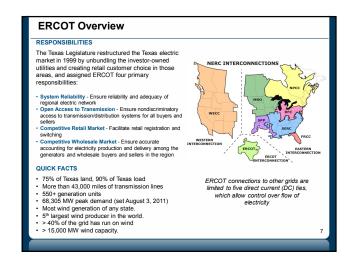
The Bulk Power System

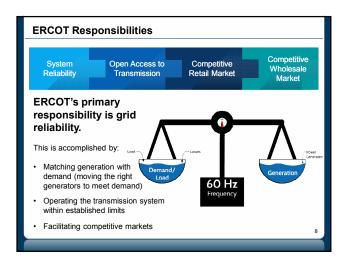
- Presidential Policy Directive 21: Energy and communications infrastructure especially critical because of their enabling functions across all critical infrastructure areas
- DOE: "A resilient electric grid... is arguably the most complex and critical infrastructure."

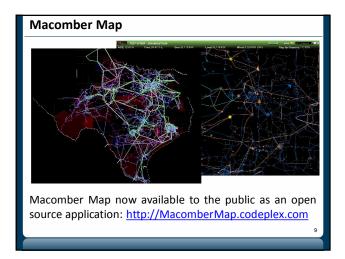


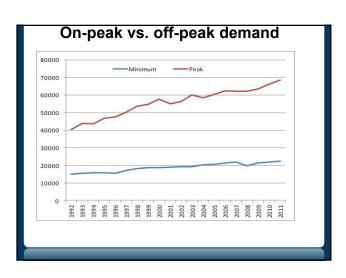


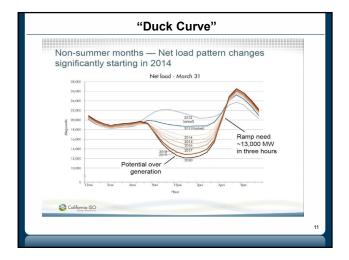


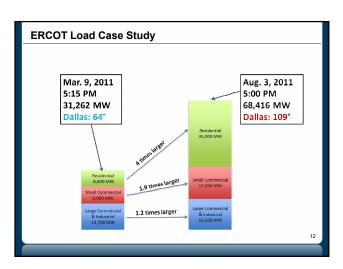


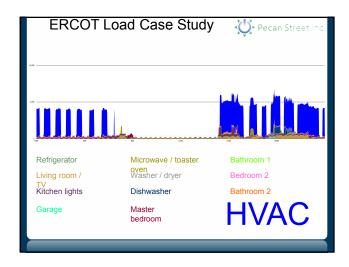


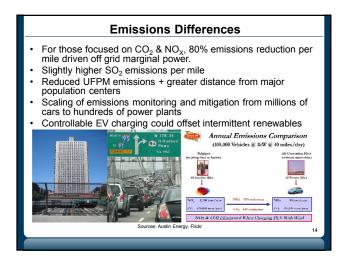


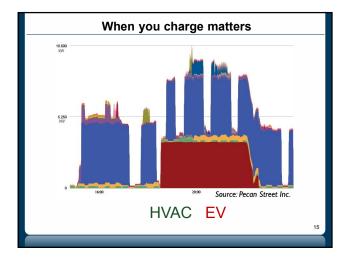


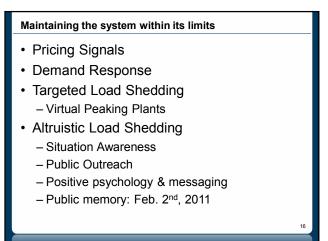


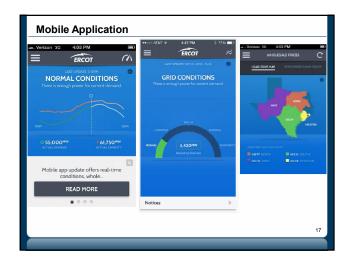




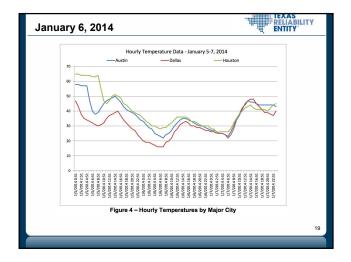


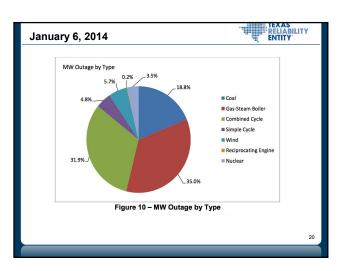


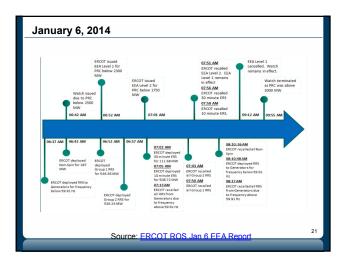


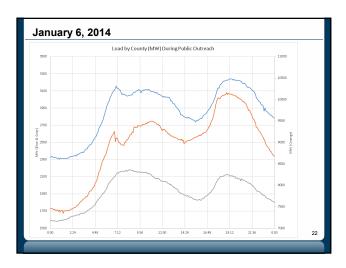


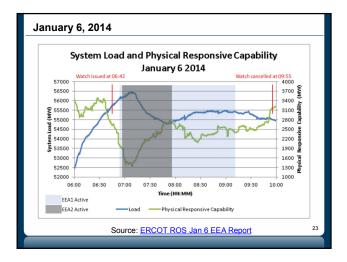












January 6, 2014

- 1,776 users brought up their Android/iPhone apps in response to a conservation notification popup.
- 828 of them (46.7%) clicked the 'I did this' button in response to conservation recommendations.
- In addition, media outreaches through television, radio, text message, social media and email went out.

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