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