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

Tom Mercer, Opower
Dynamic pricing pilots show promising peak reductions

The majority achieved greater than 10%
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

- Multichannel alerts
- Tailored peak day advice

Feedback

- Personalized feedback
- Results in context to motivate

Ongoing Motivation

- Ongoing reinforcement
- Performance trends over time

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.
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
@jw Dixon 21

@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

#BGE energy savings □ #motivation to save □
instagram.com/p/b8dm3GHA1c/
3:50 AM - 19 Jul 2013

Yaw BlackStar
@YAWontheMOON

These new energy savings days from BGE are love
10:59 AM - 19 Jul 2013

kiataroyale
2 months ago
#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

$4.25 | $3.50 | $7.75

Earned so far for reducing your energy use on Energy Savings Days:
Thanks!

Tom Mercer
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