



NO PRICES OR DEVICES:

HOW 4 UTILITIES TAPPED THEIR AMI DEPLOYMENT TO
REDUCE PEAK DEMAND UP TO 5%

With every big infrastructure investment

1950's: HIGHWAY SYSTEM



1990's: INTERNET



Comes a bit of hype



FLYING CARS



IPOs GONE WILD



50M meters installed at a cost of \$13B



The Smart Grid Hype



Followed by initial signs of disillusionment

DOUBTS cast over consumer benefits of smart meters



Difficulty recruiting customers for programs



CASE IN POINT: Utilityco's pricing program

77%

of UtilityCo customers
would benefit from a CPP
rate



1.5%

of UtilityCo's
customers enrolled in
CPP Rate

\$37M spent to enroll the first 22k customers

Giving up altogether

CASE IN POINT: Utilityco's device program



- » **\$138M** SG Investment Grant for AMI
- » Installing additional devices at **>\$1200** lifetime cost
- » Only **14,000** homes enrolled after **3** years of recruitment

Behavioral Demand Response breaks through

1

PEAK DAY
NOTIFICATION



2

PERSONALIZED
ADJUSTMENTS



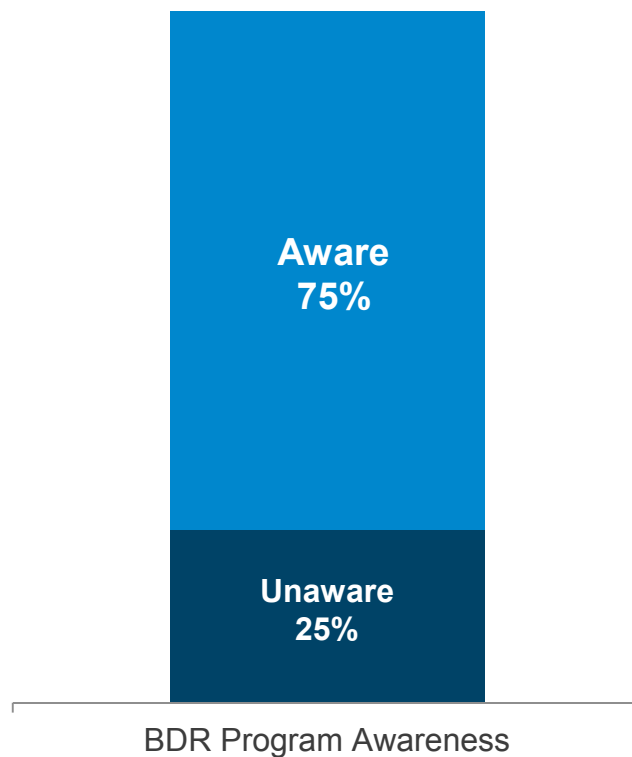
3

POST-EVENT
FEEDBACK

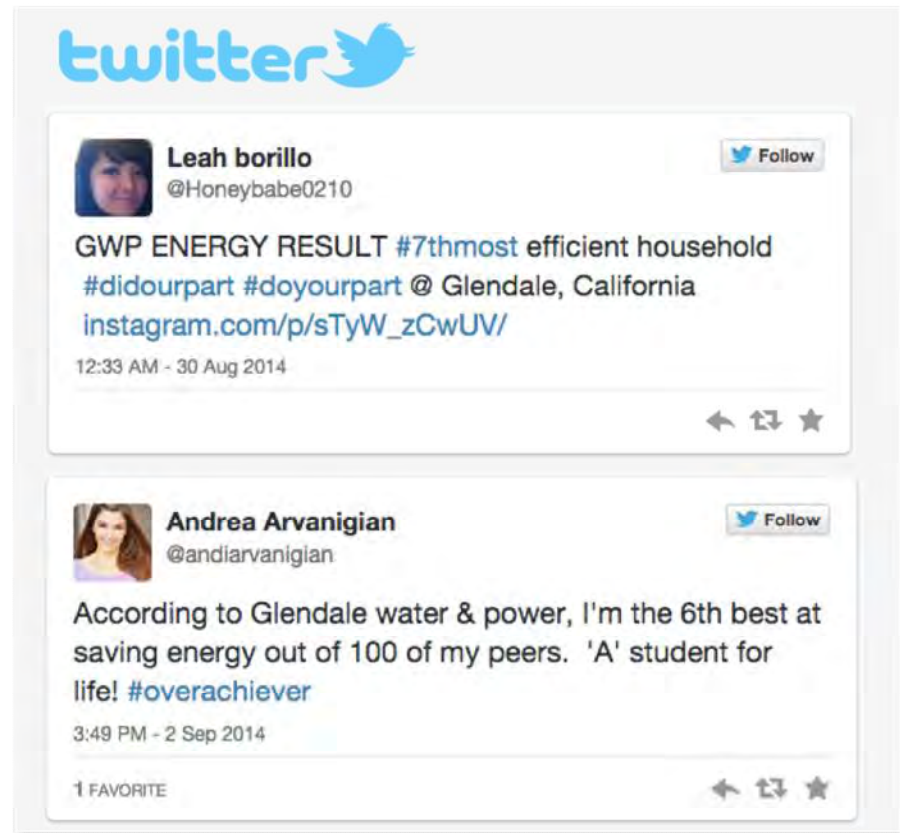


3-4X the event recall, high satisfaction

Event Awareness



Motivating Post-event Feedback



Reliable peak savings, with no price or device

3% Average Peak Savings across all 10 events

5% Peak load reduction during LA Heat Wave

