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

Source: NV Energy 2014 Annual DSM Report
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

- Aware 75%
- Unaware 25%

Motivating Post-event Feedback

BDR Program Awareness

Examples of Twitter posts:

Leah borillo
@Honeybabe0210
GWP ENERGY RESULT #7thmost efficient household #didourpart #doyourpart @ Glendale, California
instagram.com/p/sTyW_zCwUV/
12:33 AM - 30 Aug 2014

Andrea Arvanigian
@andiarvanigian
According to Glendale water & power, I'm the 6th best at saving energy out of 100 of my peers. 'A' student for life! #overachiever
3:49 PM - 2 Sep 2014

1 FAVORITE
Reliable peak savings, with no price or device

3% Average Peak Savings across all 10 events
5% Peak load reduction during LA Heat Wave