

## 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

THIS IS THE FIRST PROJECT IN THE UNITED STATES ON WHICH ACTUAL CONSTRUCTION WAS STARTED UNDER PROVISIONS OF THE NEW FEDERAL AID HIGHWAY ACT OF 1956 MISSOURI STATE HIGHWAY COMMISSION CAMERON, JOYCE & COMPANY CONTRACTOR









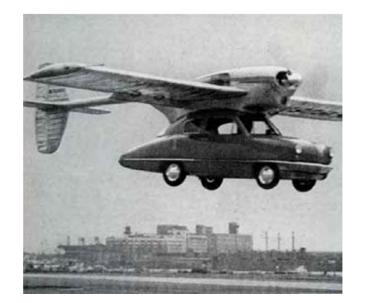


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## Comes a bit of hype



### **FLYING CARS**

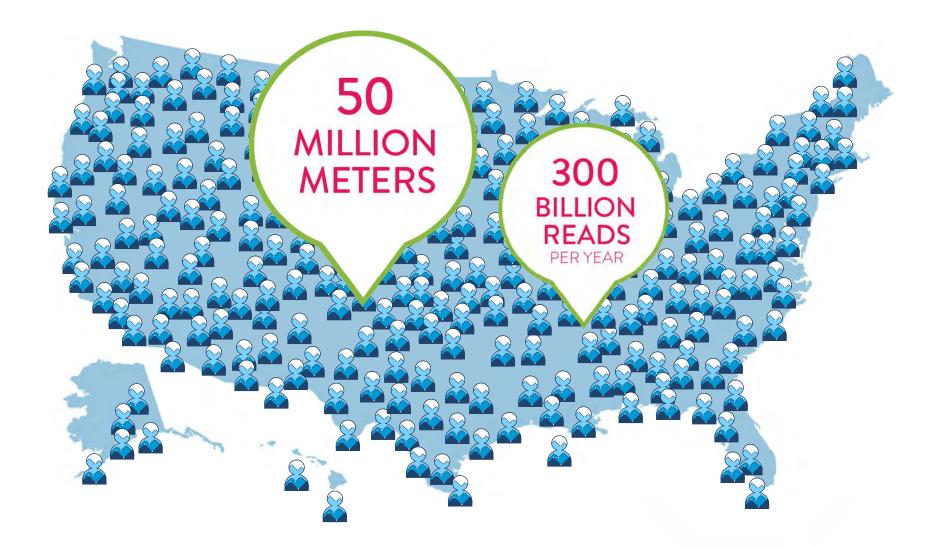






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## **50M meters installed at a cost of \$13B**



## **The Smart Grid Hype**



#### **OP** WER

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# Followed by initial signs of disillusionment

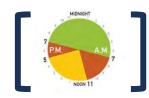
### **DOUBTS** cast over consumer benefits of smart meters





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## **Difficulty recruiting customers for programs**



CASE IN POINT: Utilityco's pricing program



1.5%

of UtilityCo customers would benefit from a CPP rate

of UtiltyCo's customers enrolled in CPP Rate

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



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### 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**











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# 3-4X the event recall, high satisfaction

### **Event Awareness**

#### twitter Leah borillo Follow @Honeybabe0210 GWP ENERGY RESULT #7thmost efficient household Aware #didourpart #doyourpart @ Glendale, California 75% instagram.com/p/sTyW\_zCwUV/ 12:33 AM - 30 Aug 2014 ◆ 13 ★ Andrea Arvanigian Follow @andiarvanigian According to Glendale water & power, I'm the 6th best at Unaware saving energy out of 100 of my peers. 'A' student for 25% life! #overachiever 3:49 PM - 2 Sep 2014 **BDR Program Awareness** + 13 ★ **1** FAVORITE

**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

