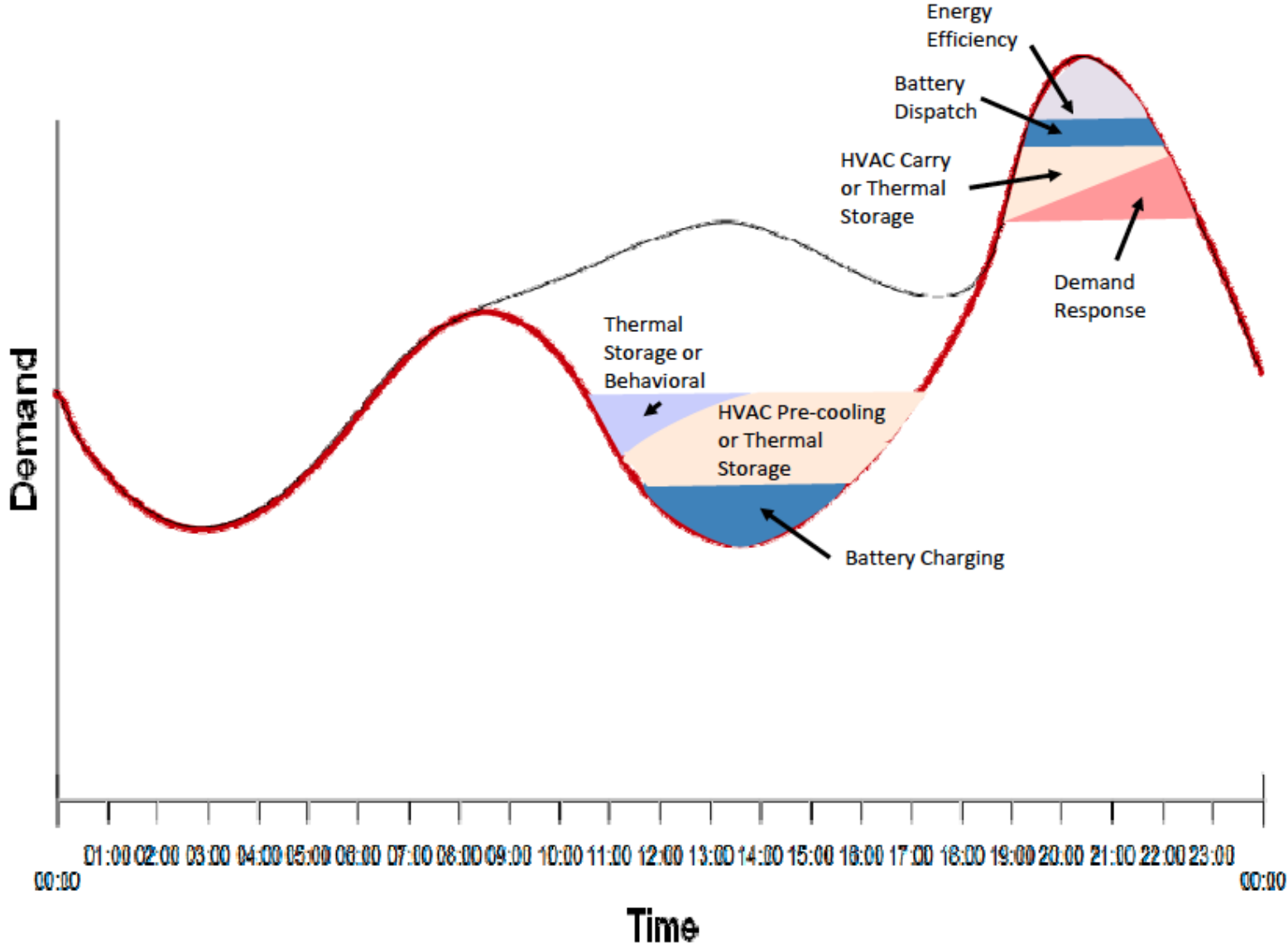




If you build it, will they come?

Solving the dynamic rates participation problem

Rates nirvana



Rates reality

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

Why? Customers are confused. And skeptical.

Unawareness

1/2

of peak rebate participants in CA unaware of the program

Confusion

76%

of customers think they are on a variable rate

Doubt

2x

as many expect large bill increases as decreases

Skepticism

69%

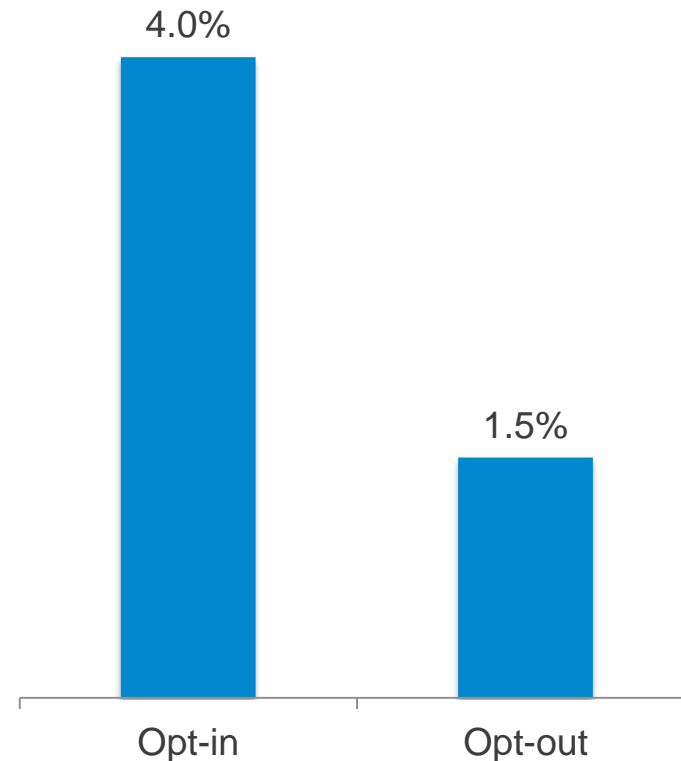
think it is unfair to change prices with demand

Let's take peak-time rebates as an example

Example Program Summary

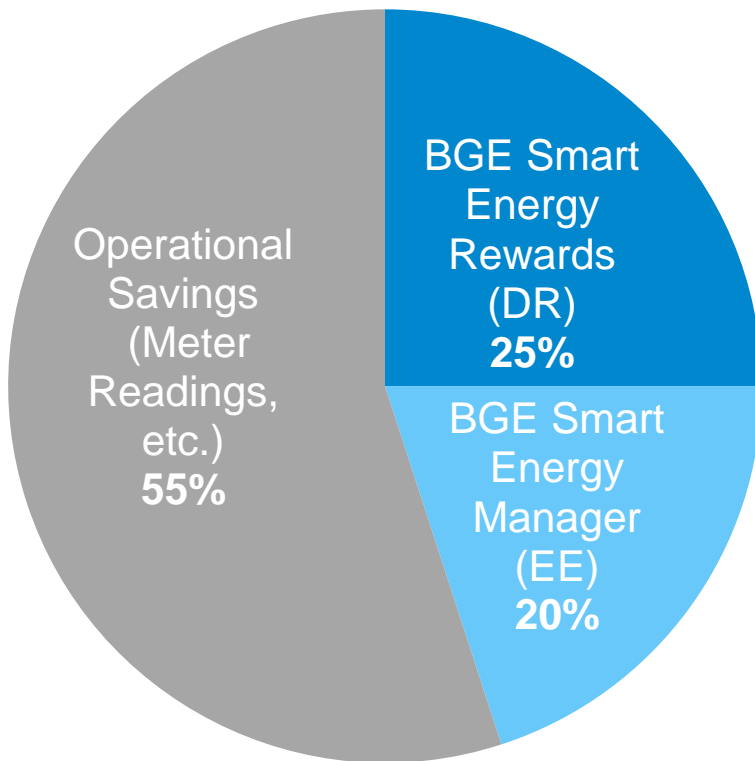
- West Coast utility
- Peak-time rebates w/ opt-in & opt-out groups
- Investment in significant (7x normal rate) incentive
- Investment in generic, opt-in pre-event notifications with little personalization
- Savings (4% for opt-in, 1.5% for opt-out) below expectations

PTR Peak Savings Rate

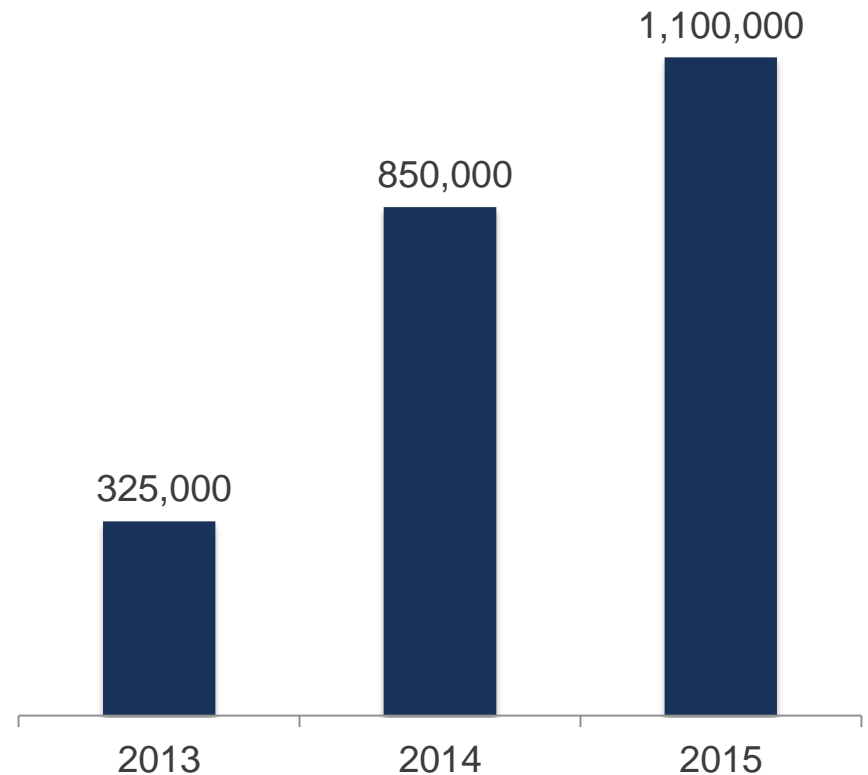


BGE had an opportunity to test a different approach

Customer benefits from BGE AMI investment



Customers Enrolled in Smart Energy Rewards (PTR)



We created a robust approach to engagement

PEAK DAY NOTIFICATIONS



PEAK REDUCTION

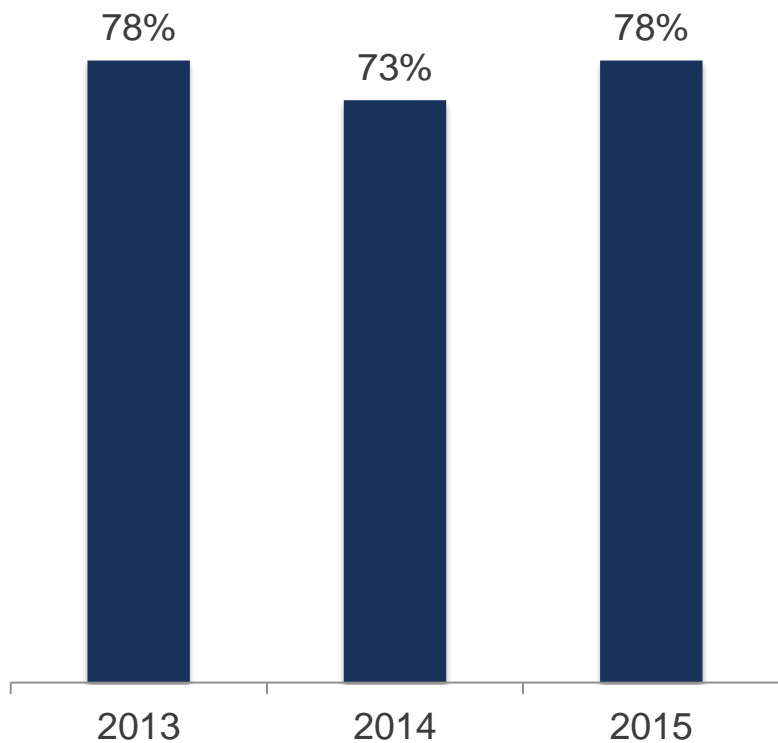


PERSONALIZED FEEDBACK

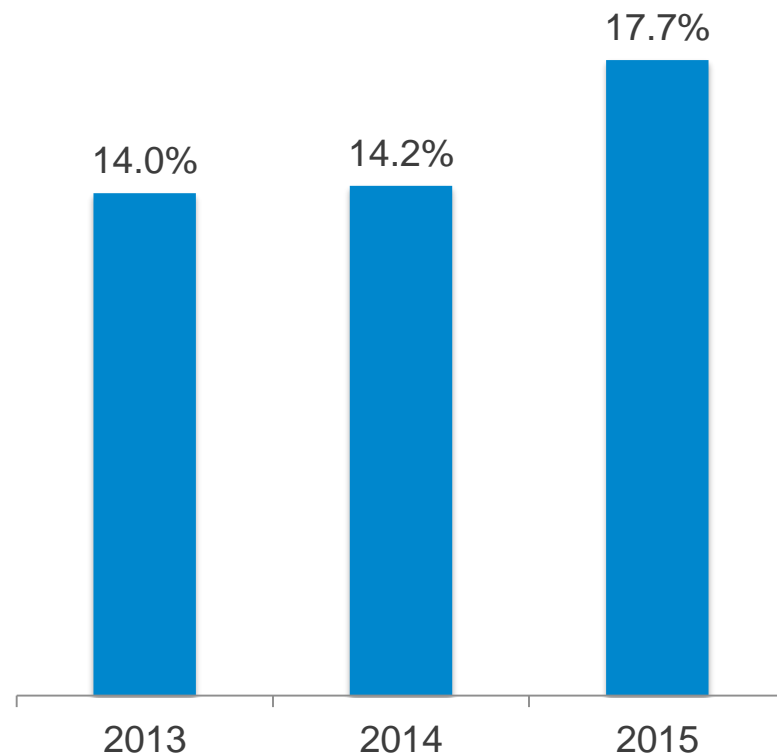


Customer engagement drives participation, savings

Consistently high participation rate



Consistently high savings rate



And these customers had fun along the way

The normal



Deb Baum
@Deb_Baum

I must say, pretty happy I earned yesterday's HOT #energysavings
bge.com/SmartEnergyRew...

12:29 PM - 24 Jun 2015



DH DaHitWryter
@DH_DaHitWryter

@MyBGE gonna be making 💰💰

8:01 AM - 23 Jun 2015



The dedicated



Ryan N. Preston
@lifetrurths

@MyBGE Took a shower with the lights off. Don't know why I don't do this everyday. Incredible experience.

10:26 AM - 23 Jun 2015



Ryan N. Preston
@lifetrurths

Today is a BGE energy saving rewards day. My advice: no lights, washer and dryer, dishwasher, microwave, or computer/game consoles good luck

5:33 AM - 23 Jun 2015



The funny

Follow

— path.com/p/2OThw6



Customers pave the path to a smarter energy future

Drive rates participation



Accelerate tech adoption



Increase reliability at lower cost

