

Overseas Activities of Energy-Efficient Behavior Programs

BGE Smart Energy Rewards

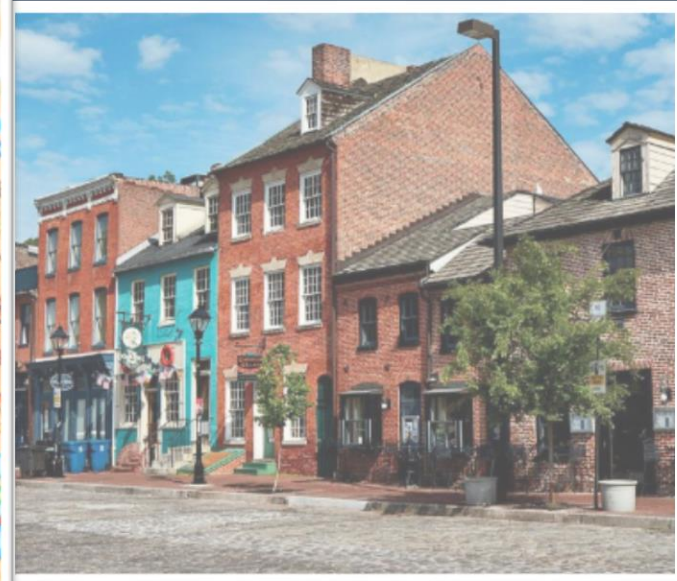


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Amanda Janaskie, Manager
Behavior Energy Efficient Programs

BALTIMORE GAS AND ELECTRIC

THE LEADING GAS AND ELECTRIC PROVIDER IN MARYLAND



founded in 1816, Maryland's largest provider of electricity, serving 1.25 million+ electric customers and 650,000+ gas customers, and the nation's first provider of natural gas.



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how far we've come



2008

EmPOWER
legislation
passed



2013

smart
meter
deployment



2016

smart
meters
installed



2019

seventh
program
summer

peak time
rebate (PTR)
rollout



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how it works



You'll get an alert.

You'll receive a phone call, email or text, usually the day before an Energy Savings Day.

Reduce your use.

Simply use less electricity between 1 pm and 7 pm on an Energy Savings Day and earn \$1.25 in bill credits for every kWh saved compared to your normal use.

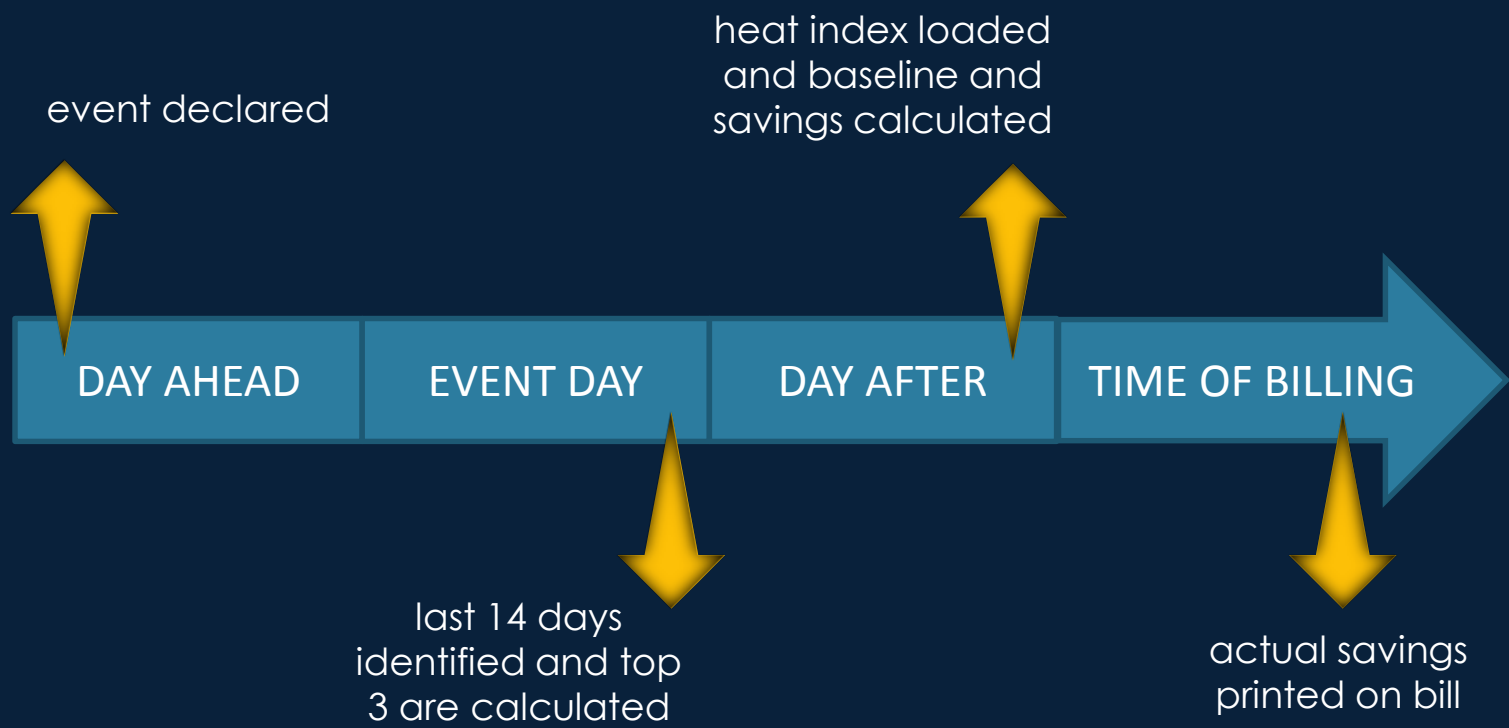
Earn rewards.

Within a few days, we'll notify you by phone, email or text to let you know how much you saved.



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how credits are calculated



Other charges and credits				
SMART ENERGY REWARDS				-\$16.75
Energy Savings Day	kWh Saved		\$/kWh	Credits
July 17, 2019	13.4	x	1.25	16.75
			Total	16.75
TOTAL				-\$16.75

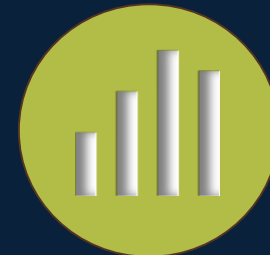


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meet annabelle

...she is alerted about an upcoming peak day, along with marketing messages...

...she receives a post-event alert telling her how she performed, and she can check her performance on MyAccount...



a pre-season communication informs her of the upcoming peak season...

...she follows the tips and adjusts her energy usage...

...because she saved energy on the peak day she earns a rebate on her bill.



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supported by MARYLAND policies

MARYLAND authorizes utilities to
sell aggregated demand response
commitments into the PJM
capacity markets

**wholesale revenue
and shared earnings**



in 2010, BGE was granted
approval to move forward
with AMI deployment

**smart meter cost
recovery**



**energy efficiency
resource standard**

utilities must achieve energy
efficiency savings of 2% through
2023 and 15% reduction in per
capita peak demand from 2007
levels by 2015



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scaled along with an AMI rollout

Opt-out Program Design Allowed PTR To Scale



Customers were auto-enrolled in PTR as they received a smart meter

New Way To Save Without Devices



Popular A/C cycling program PeakRewards launched in 2008

Dedicated Call Center For Smart Meter Rollout



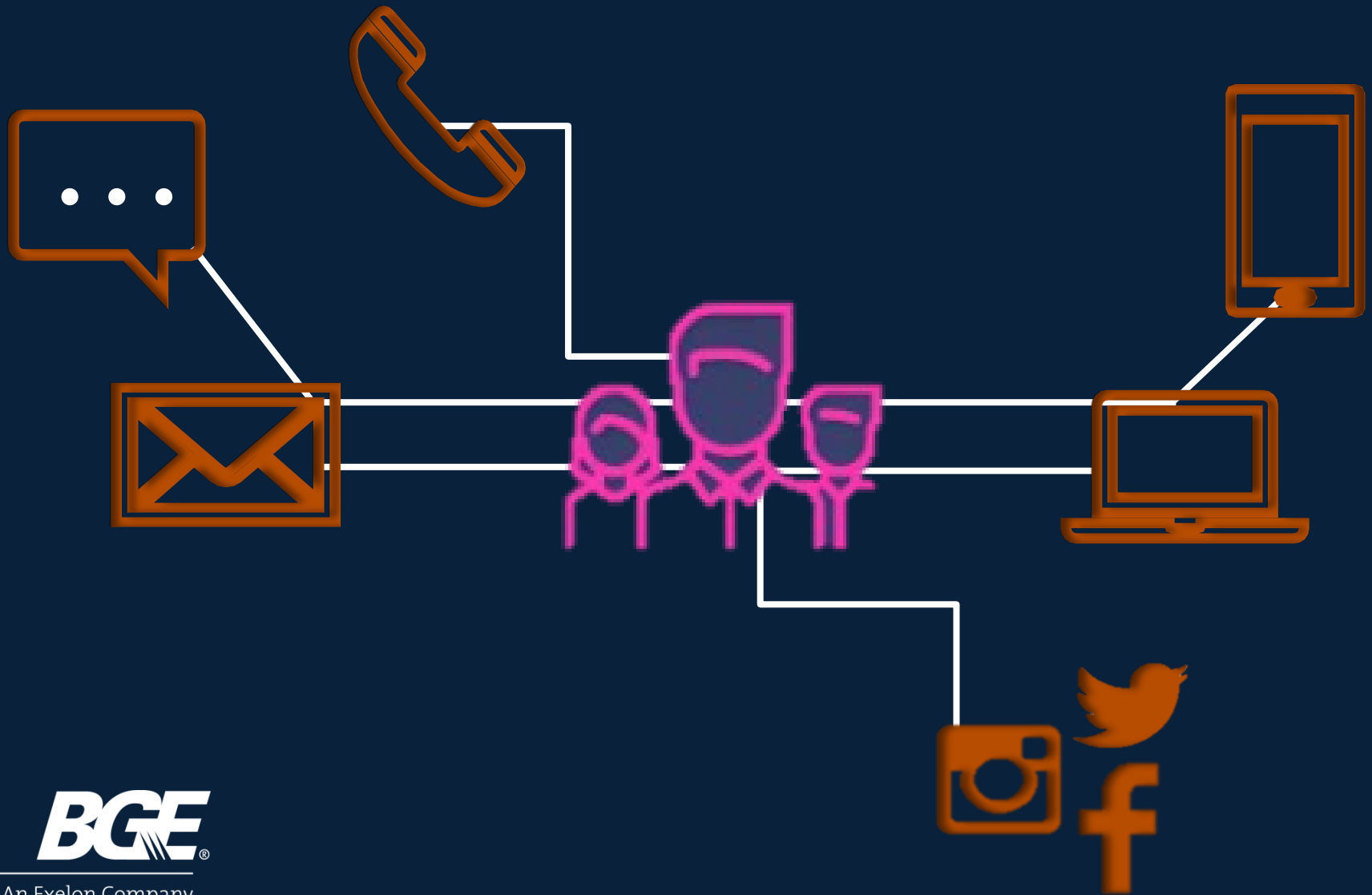
Collect accurate contact preferences and promote PTR



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offered a omni-channel experience

PERSONALIZED NOTIFICATIONS TO PREFERRED CHANNELS



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get creative with marketing

COUNTDOWN TO SUMMER

june
1st



june
21st



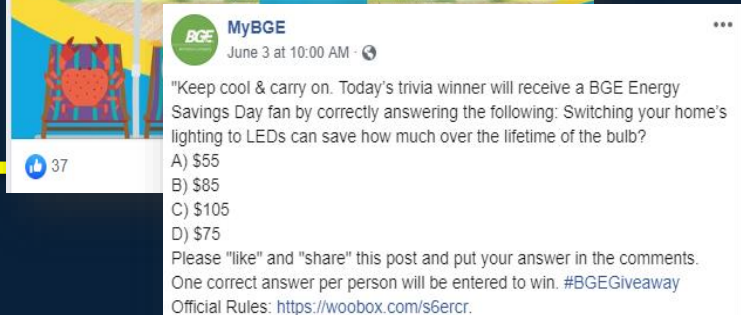
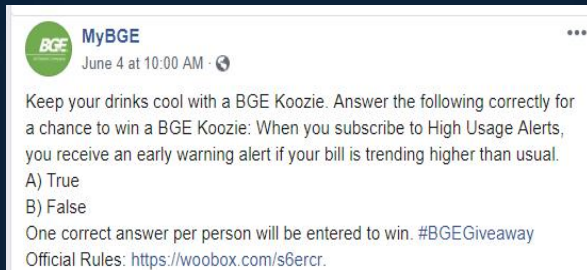
BGE[®]

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get creative with marketing

COUNTDOWN TO SUMMER

FACEBOOK POSTS



RADIO ADVERTISMENT

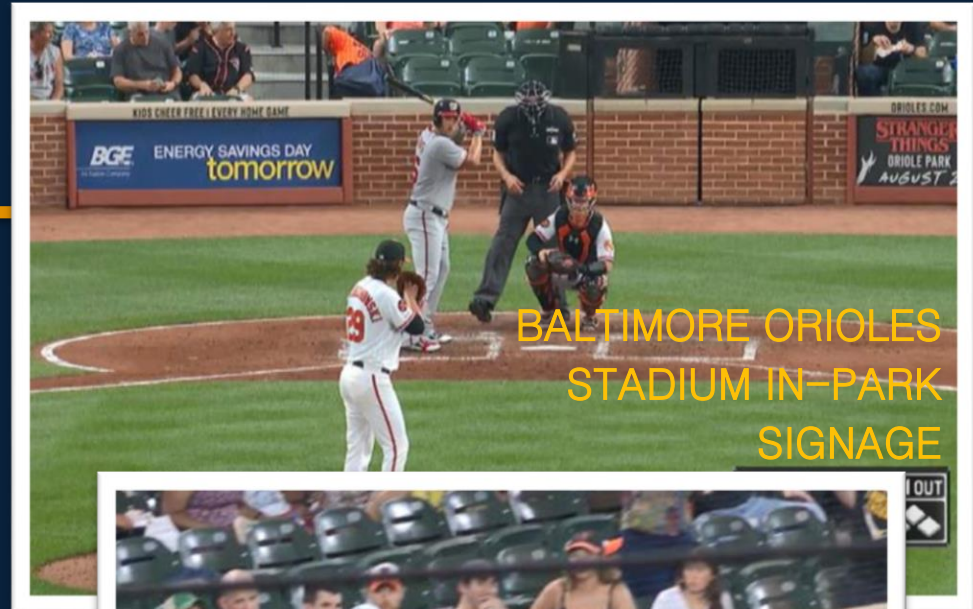
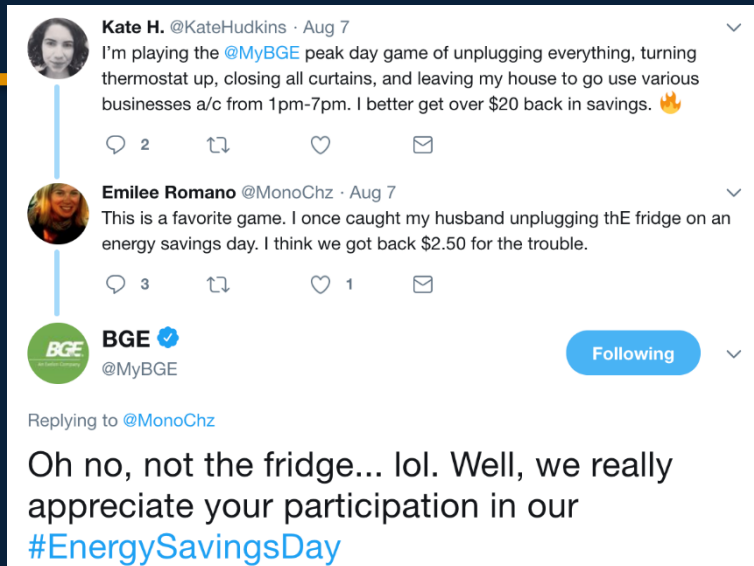
EMAIL SENT TO
OVER 500K
CUSTOMERS



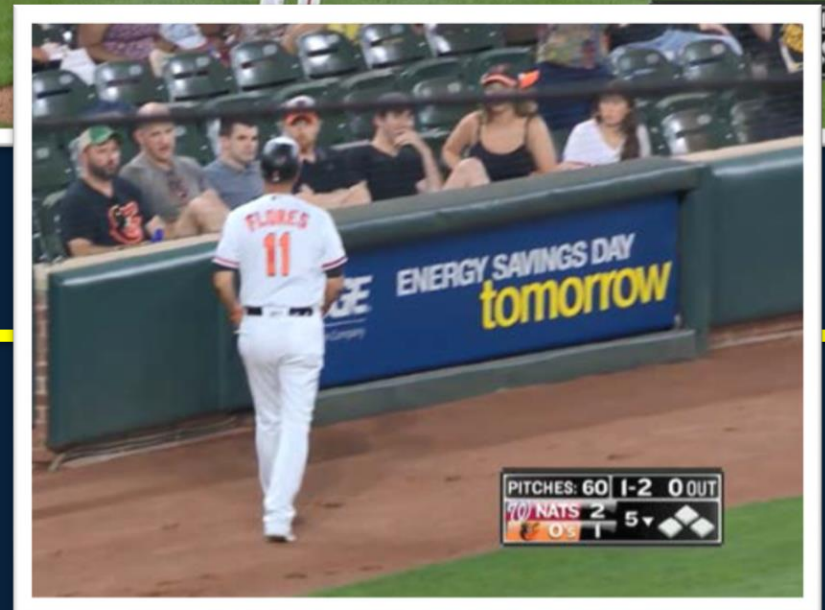
get creative with marketing

PRE-EVENT MARKETING

SOCIAL MEDIA




BALTIMORE ORIOLES STADIUM IN-PARK SIGNAGE



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PRE-EVENT NOTIFICATIONS



REWARDS
on energy savings

SPREAD THE WORD
and it will save you

Earn money by saving electricity during today's Energy Savings Day.

February 3
1pm - 7pm

Spread the word! Help friends and family earn money for saving energy on February 3.

[Share](#) [Tweet](#)



75 customers saved so far this summer

Help your community save more this upcoming Energy Savings Day and earn bill credits at the same time. Plus, all the energy you save will also help keep down the overall cost of electricity for everyone. Reducing electric use on these days also helps to maintain the reliability of the electric delivery system.

1 What's an Energy Savings Day?


On Energy Savings Days, you can earn \$1.25 for every kilowatt-hour you save compared to your typical use on days with similar weather. Within a few days, we'll follow up to let you know how much you saved. [Learn more.](#)

Ways to save



Avoid washing dishes

Make sure to avoid using your dishwasher or hand washing dishes during an Energy Savings Day. Both methods use a significant amount of energy.



Avoid charging your electronics

Pre-charge your electronic devices, such as cell phones, tablets, and laptops, before an Energy Savings Day. Once they've been fully charged, unplug during the event.




Use fans and reduce air conditioning

Fans can help you beat the heat while reducing your AC needs. On Energy Savings Days, lower degree counts. Raise your thermostat's setting by 3-4°F or turn off your window AC unit, and use fans to keep cool.

[SEE MORE WAYS TO SAVE](#)

Facebook Twitter YouTube Google+ LinkedIn

Empower Maryland



PG&E REWARDS

PG&E Rewards is a program that allows you to earn rewards for using electricity during off-peak hours.

PG&E REWARDS


PG&E Rewards is a program that allows you to earn rewards for using electricity during off-peak hours.

Earn money by saving electricity during tomorrow's Energy Savings Day.

February 1
12pm - 6pm

Spread the word! Help friends and family earn money for saving energy on February 1.

[Facebook](#) [Twitter](#)



Your A/C will be cycled


As part of the PG&ERewards program, your air conditioning (A/C) device will be cycled on Energy Savings Days. You can override the cycling if you need to, but don't forget you could earn a higher credit for the energy you save. We'll compare your savings from Energy Savings Days with your monthly PG&ERewards credit, and you'll receive the greater of the two credits. Reducing electricity on these days helps to maintain the reliability of the electric delivery system and prevent the need for additional power plants. PG&ERewards participants are subject to the program Terms & Conditions at [PGESavings.com/ProgramResources](#)

What's an Energy Savings Day?

On Energy Savings Days, you can earn \$1.25 for every kilowatt-hour you save compared to your typical use on days with similar weather. Within a few days, we'll follow up to let you know how much you saved. [Learn more.](#)

Know on the Go

Download the free PG&E app today



PG&E's app makes it easy to access your account features and information from your smartphones or tablet. With the app, you can easily pay your bill, report and check for outages, and see how much energy you're using and how to save more.

[Download on the App Store](#) [GET IT ON Google Play](#)

Ways to save

Schedule your pool pump:

Use a timer to schedule your pool pump to run outside of an Energy Savings Day. If your pool pump does not have a timer, you can manually turn off your pool pump during the event and turn it back on afterwards.

[See more ways to save!](#)

[Facebook](#) [Twitter](#) [YouTube](#) [LinkedIn](#)

Empower MARYLAND

STRONGEST
MOTIVATOR
FOR THE
CUSTOMER
IN THE 1ST
PRE-EVENT
NOTIFICATION

personalized messaging

PRE-EVENT NOTIFICATIONS


BGE SMART ENERGY rewards
an Empower Maryland program

Earn money by saving electricity during tomorrow's Energy Savings Day.

February 1
12pm - 6pm

Spread the word! Help friends and family earn money for saving energy on February 1.

[Facebook](#) [Twitter](#)




Last summer, BGE customers earned \$11.8M in total bill credits. How much will you earn this summer?

The more you save on Energy Savings Days, the more money you'll earn over the course of the summer. Start the season off strong and become one of this year's top savers. Reducing electricity on these days helps to maintain the reliability of the electric delivery system.

1 What's an Energy Savings Day?

On Energy Savings Days, you can earn \$1.25 for every kilowatt-hour you save compared to your typical use on days with similar weather. Within a few days, we'll follow up to let you know how much you saved. [Learn more.](#)


Know on the Go
Download the free BGE app today



BGE's app makes it easy to access your account features and information from your smartphone or tablet. With the app, you can easily pay your bill, report and check for outages, and see how much energy you're using and how to save more.

[Download on the App Store](#) [GET IT ON Google Play](#)


Ways to save:

 **Avoid washing dishes.**
Make sure to avoid using your dishwasher or hand washing dishes during an Energy Savings Day. Both methods use a significant amount of energy.

[SEE MORE WAYS TO SAVE](#)

[Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#) [Instagram](#)

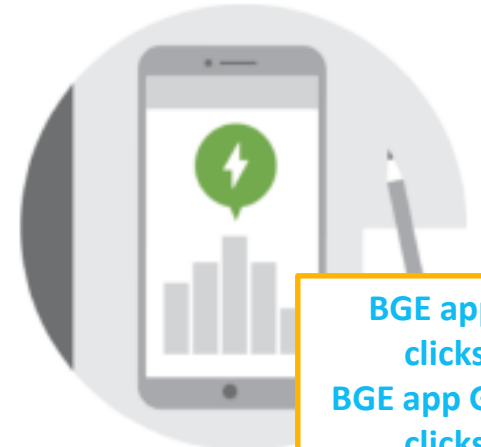
EmpOWER MARYLAND



Last summer, BGE
How m

The more you save on
the course of the summ
year's top savers. Re

Know on the Go
Download the free BGE app today

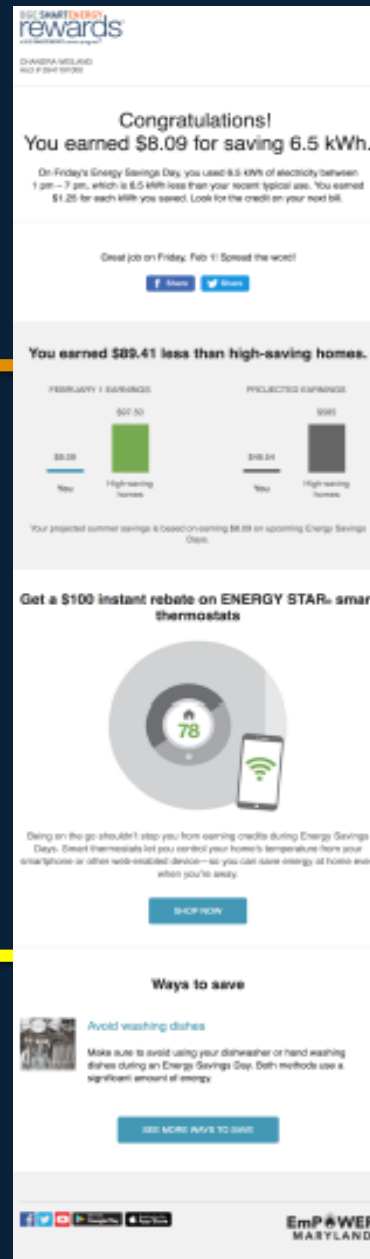


**BGE app iTunes
clicks - 621
BGE app GooglePlay
clicks - 296**

BGE's app makes it easy to access your account features and information from your smartphone or tablet. With the app, you can easily pay your bill, report and check for outages, and see how much energy you're using and how to save more.

[Download on the App Store](#) [GET IT ON Google Play](#)

personalized messaging



POST-EVENT
NOTIFICATIONS

PROVIDE
NORMATIVE
COMPARISONS
AND PROMOTE
UPLIFT IN
OTHER ENERGY
EFFICIENCY
PROGRAMS

personalized messaging

POST-EVENT NOTIFICATIONS

2013 SMART MARYLAND rewards
POWER BY THE HOUR
#140722026

Congratulations!
You earned \$6.89 for saving 5.5 kWh.

On Wednesday's Energy Savings Day you saved 5.5 kWh of electricity between 1 pm - 7 pm, which is 0.5 kWh less than your savings goal. You earned \$1.25 for each kWh you saved. Look for the credit on your next bill.

Great job on Wednesday, Feb 13! Spread the word!

[Share](#) [Tweet](#)

Your total Energy Savings Days earnings so far this season

You earned \$20 less than high-saving homes.

Category	Earnings
You	\$10.85
Avg-saving homes	\$18.84
High-saving homes	\$30.85

You're compared with other homes that participate in Energy Savings Days. High-saving homes are in the top 10% of customers who save energy on Energy Savings Days.

Your event comparison breakdown

Event	You	Average-saving homes
Event 1 2/11	\$10	\$15
Event 2 2/13	\$10	\$15
Event 3 2/14	\$10	\$15
Event 4 2/15	\$10	\$15
Event 5 2/16	\$10	\$15
Event 6 2/17	\$10	\$15

Get a more accurate neighbor comparison







We show you how your use compares with homes that are near yours. These homes also share similar type, size, and fuel source. The more information you give us in your home profile, the more accurate your comparison will be.

[IMPROVE YOUR HOME PROFILE](#)

Ways to save

Avoid washing dishes
Make sure to avoid using your dishwasher or hand-washing dishes during an Energy Savings Day. Dishwashers use a significant amount of energy.

[GET MORE WAYS TO SAVE](#)

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[IMPROVE YOUR HOME PROFILE](#)

2019 summer



1.1M
homes
eligible



67%
participation in
peak savings



\$5.99 average
credit per event

\$8.8M
customer
rebates
paid

















150 MW
reduction
capability

largest residential digital demand
response program in us



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historical lookback

	2013	2014	2015	2016	2017	2018	2019
per year events	4	2	4	3	2	3	2...
eligible customers	 315K	 844K	 1M	 1.1M	 over 1.1M	 over 1.1M	 over 1.1M
participated rebate (avg)	\$9.08	\$6.55	\$6.67	\$6.73	\$6.13	\$6.30	\$5.99
participation rate (avg)	82%	76%	81%	71%	73%	75%	67%
seasonal credits totals	 7.2M	 5.6M	 15M	 9.1M	 6.1M	 16M	 8.7M



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%IMPACT ~5%

question and answers



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