SMARTENERGY > INNOVATION
EFFICIENCY
CHOICE
SAVINGS
MANAGEMENT

Successful Rollout of Dynamic Pricing: BGE's Smart Energy Rewards®

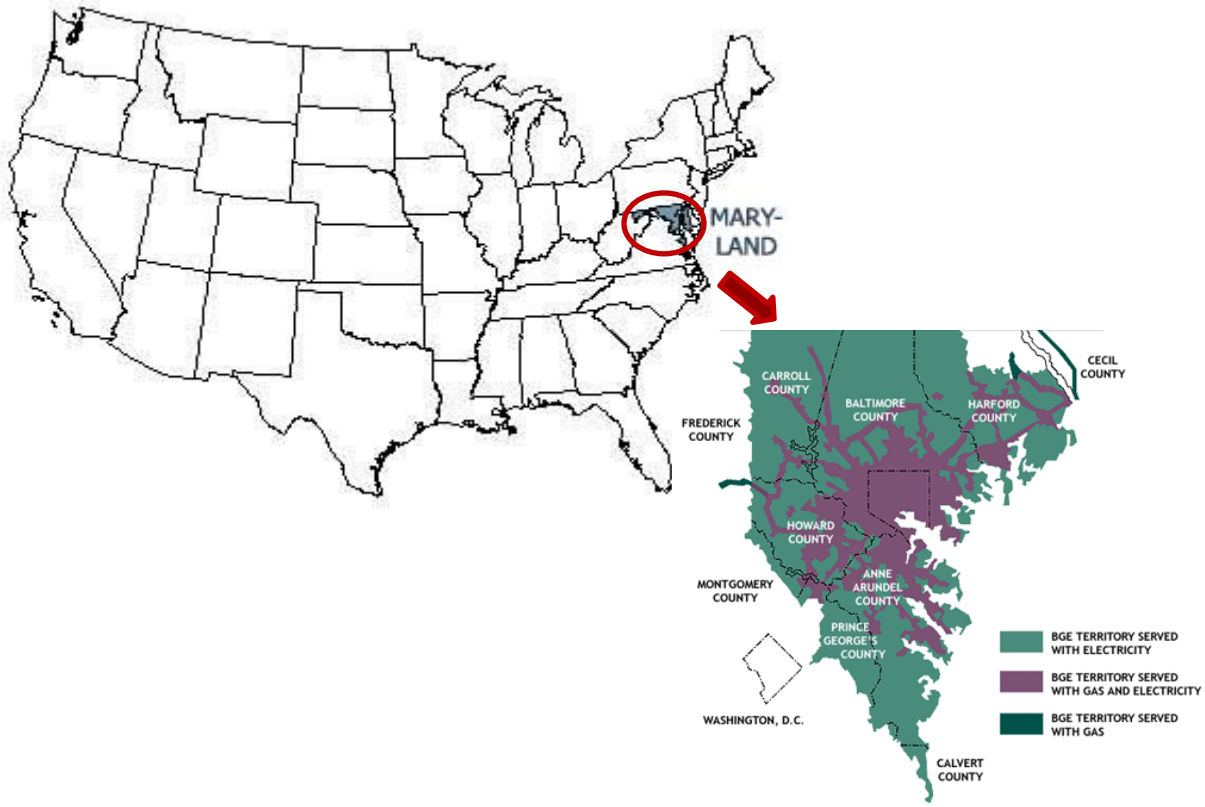


BGE®
An Exelon Company

Presented by Ruth Kiselewich
Director DSM Programs
May 21,2014

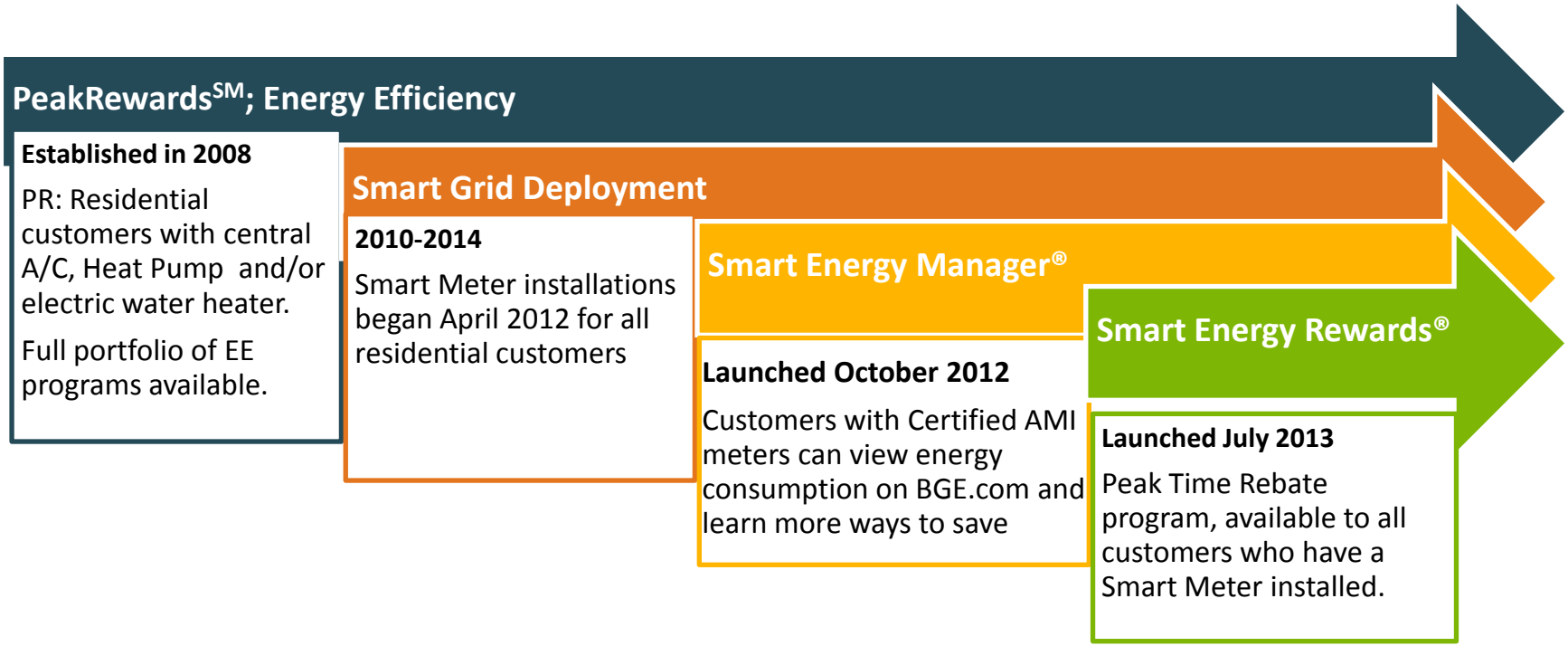
Baltimore Gas and Electric Company

- Maryland's largest utility
- 200 years
- 1st gas utility
- 1.2 million electric
- 650,000 gas
- 31 million MWh
- 7,200 MW
- 3,400 Employees
- Exelon



BGE Smart Energy Savers Program® and Smart Grid

Programs are focused on delivering customer value, energy and demand savings using smart meters as an enabler



Two Programs Related To BGE Smart Energy Rewards

peak rewards℠
a BGE SMARTENERGY savers program®

Demand Response

A/C

- Switch or thermostat
- 317,000 customers (38% of eligible)
- 350,000 devices
- 419 MW demand reduction

Water Heaters

- 79,000 devices
- 15 MW demand reduction

BGE SMARTENERGY manager®

Conservation Focus

2013

- 450,000 customers
- 1.4 million reports
- 200,000 customers online

2014

- ~ 1 million customers
- 3 million reports
- Web portal, paper reports, texts, email, mobile

BGE SMARTENERGY rewards®

a BGE SMARTENERGY savers program®



- Voluntary program: Residential customers with smart meters automatically eligible BGE Smart Energy Rewards (SER)
- BGE's A/C Cycling Program (PeakRewards℠) integrated so eligible customers would cycle during these events
- Summer bill credits – earned when customers reduce their electric use below normal during Energy Savings Days
- Typically notify the evening before via phone, email and SMS
- *$1.25 per kWh* for reducing electricity on ESD

BGE SMARTENERGY rewards®
a BGE SMARTENERGY savers program®

Multi-Phase Customer Education

Phase 1: Q1 2013

- **Create Awareness**
- High level program messaging to reinforce Smart Meter communications

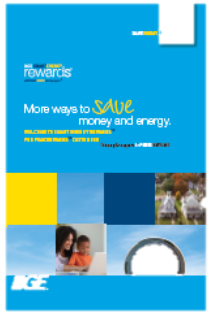
Phase 2: Q2 2013

- **Generate Engagement**
- Opportunity for customers to learn about SER, ask questions
- Outbound Telemarketing Campaign

Phase 3: Q3 2013

- **Encourage Action**
- Welcome Kit Direct Mail, Event notifications





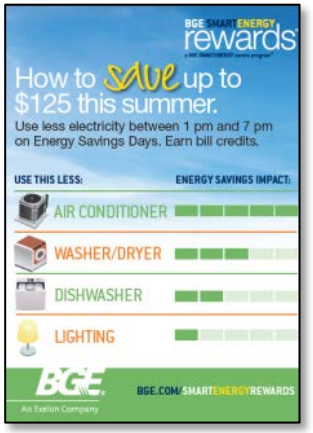


BGE
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The Launch of BGE Smart Energy Rewards



Savings Tips



TV Spot & Web Video



Segmented/Multi-Phased Customer Education



Personalized Customer Notifications To Preferred Channel

Pre-Notifications



Post Notifications







"This is a message from BGE. During the Wednesday, July 10th Energy Savings Day, you earned $9.75 for reducing your energy use."

Email Phone Print SMS

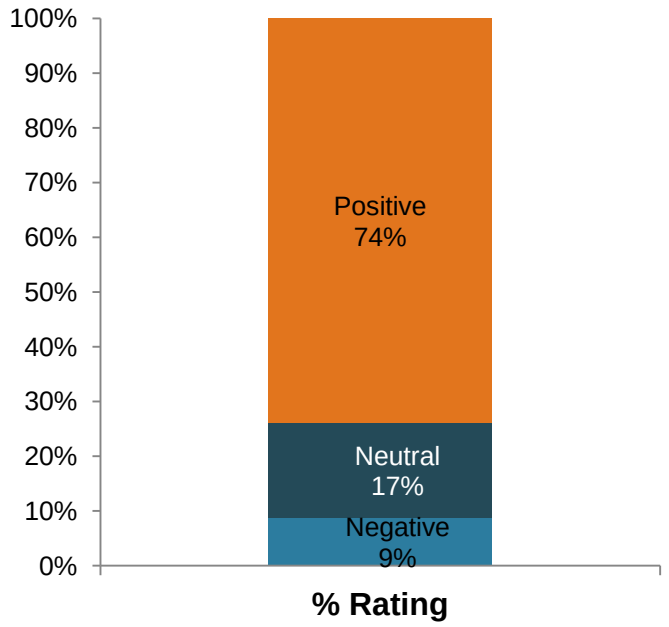
Results: Summer 2013

- ~315,000 eligible customers
- 82% average participation (range 75%-93%)
- Over $9 average rebate over 4 Energy Savings Days
- Over $7 million in credits paid
- ~5% average peak reduction for behavior only and 23% for those with PeakRewards A/C devices
- High customer satisfaction

BGE SMARTENERGY rewards®
a BGE SMARTENERGY savers program®

The Majority of Customers Are Positive About SER

Almost 3/4 are positive about overall program experience



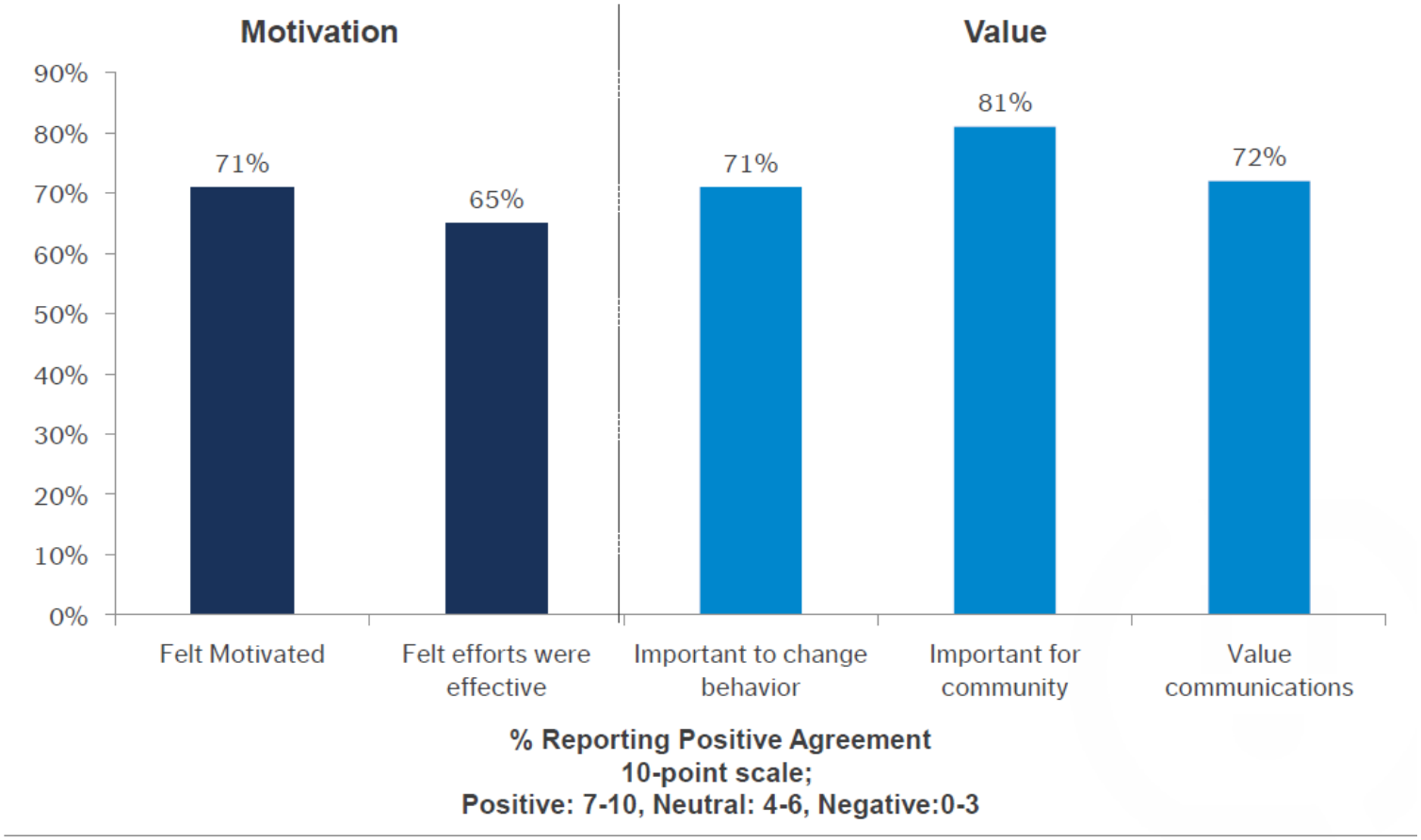
Q.30: Please rate your overall experience with the energy savings day program

Some express improved opinion of engagement with BGE

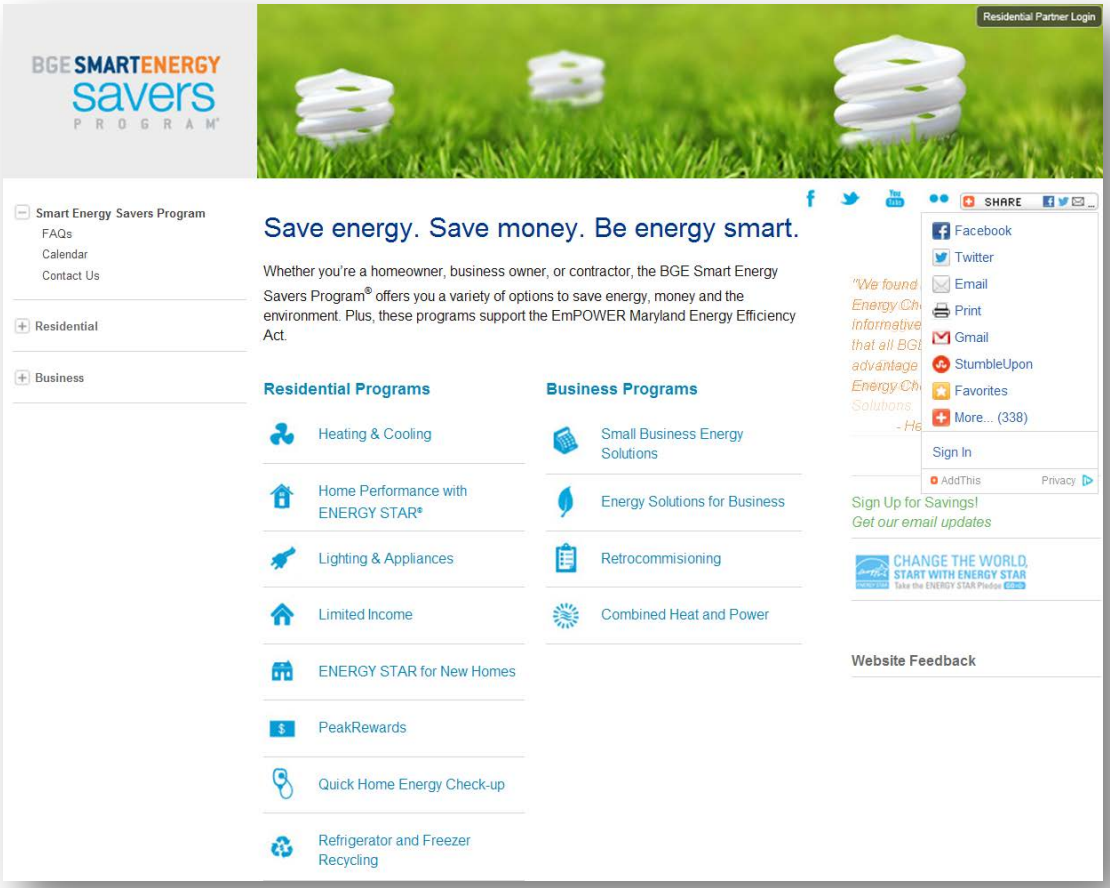
- "This was one of the best communications I've ever received from BGE in that it was clear, concise"
- "I liked that it was highly customized"
- "BGE is a bill, faceless, nameless. But with this, I feel like they are trying to do something for [the customers]."
- "I'll see your $13.25 and raise you $12.75…we saved $26.00 yesterday! Pretty good deal!"

Customers are Motivated and See the Value

Two-thirds to three-quarters of survey respondents feel motivated by and value the SER program communications.



Additional Information: www.BGESmartEnergy.com



Ruth.C.Kiselewich@bge.com