

Taking a comprehensive approach to DR



Automated Energy Management

- » 5-15% of customers
- » Deep load reduction potential



Dynamic Rates Engagement

- » Opt-out or opt-in programs
- » Awareness & motivation drives reduction



Behavioral Demand Response

- » ~100% of customers
- » Measurable load reduction
- » Drives participation in DSM programs

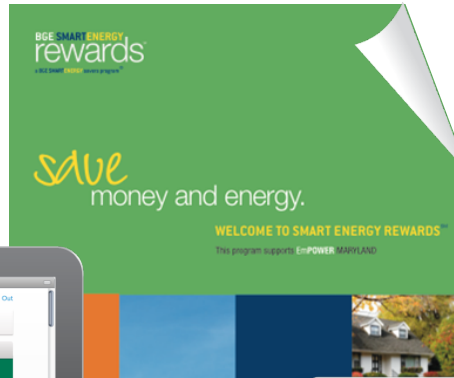
BGE partnered with Opower to roll out dynamic rates to all residential customers

ONLINE REINFORCEMENT

Consistent with outbound channels



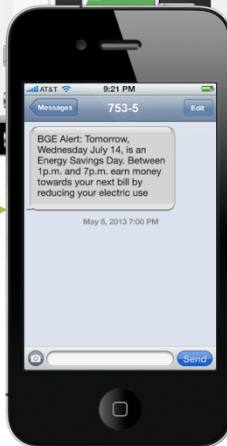
MULTI-CHANNEL
Reach customers where they are



PRE-EVENT NOTIFICATION

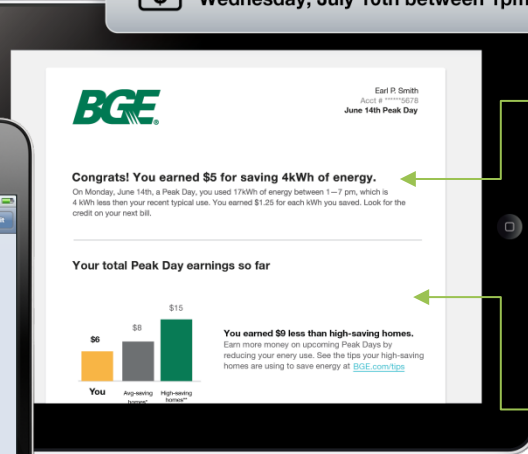
Build awareness ahead of peak events

Earn money towards your next bill by saving energy tomorrow
Wednesday, July 10th between 1pm - 7pm.



POST-EVENT SUMMARY

Feedback on \$ and kWh saved



NORMATIVE COMPARISON
More durable than rebates alone