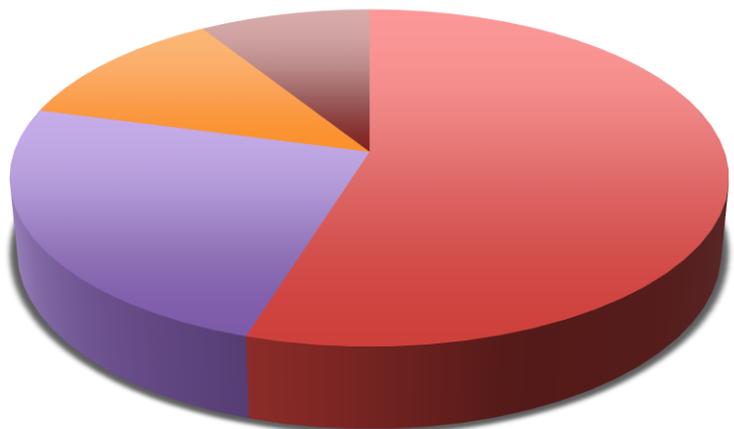


# PeakRewards<sup>SM</sup> Smart Thermostat Program

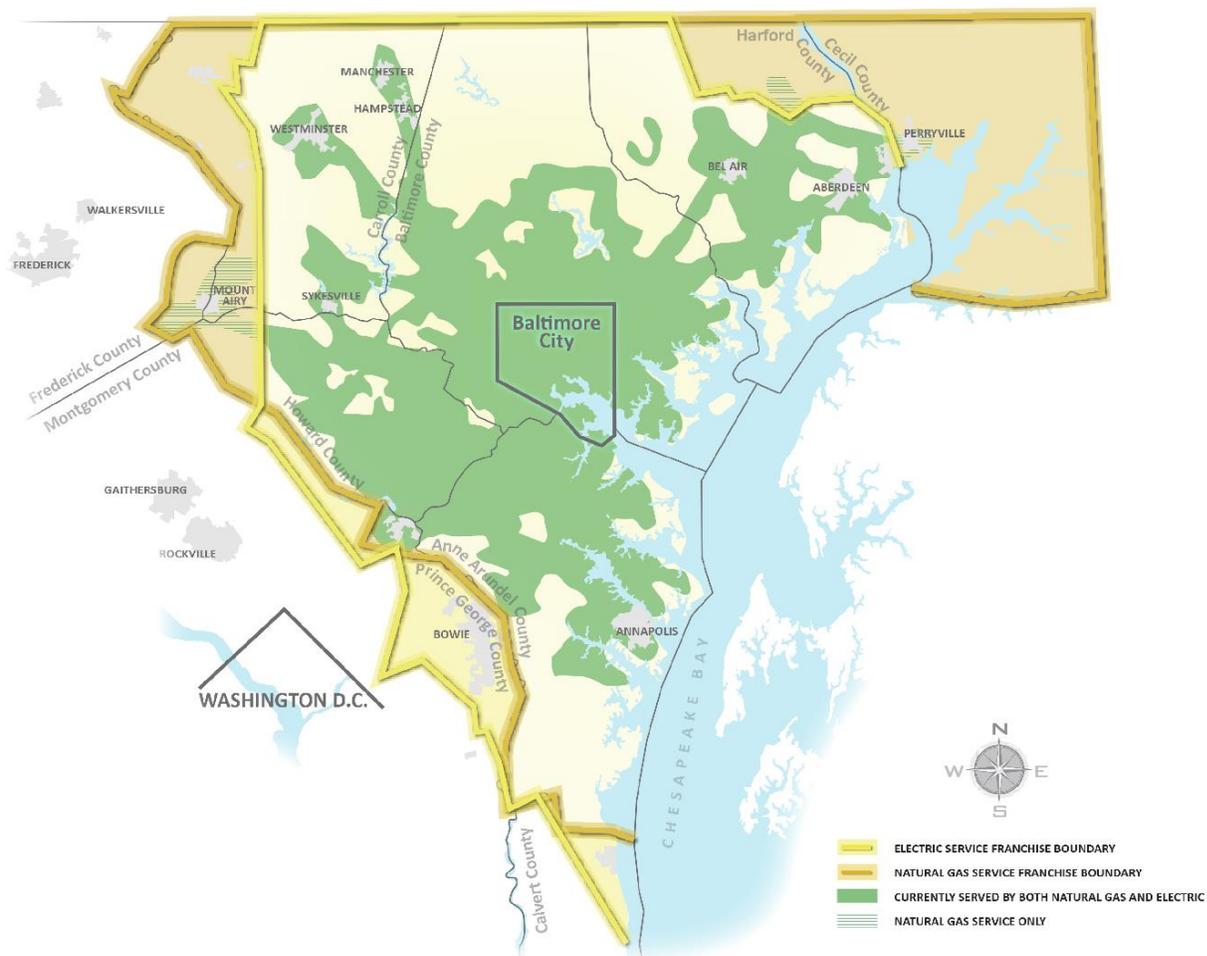
Presenter:  
Amanda Janaskie  
*Manager, Energy Efficient Programs*



# Largest Provider of Residential Electricity in Maryland



- BGE: 1,265,000
- PEPCO: 564,000
- Potomac Edison: 274,000
- Delmarva Electric: 206,000





- 350,000 devices
- 316,000 customers
- 356 MW

# Air Conditioning Program Basics

Up to \$100 per yr.  
+ Enrollment Bonus Credits



Switch, Legacy or Smart Thermostat

50%, 75%, 100%



June - September



2008

PeakRewards  
launch



2012

smart meter  
deployment



2015

smart  
thermostat pilot



2017

smart thermostat  
program

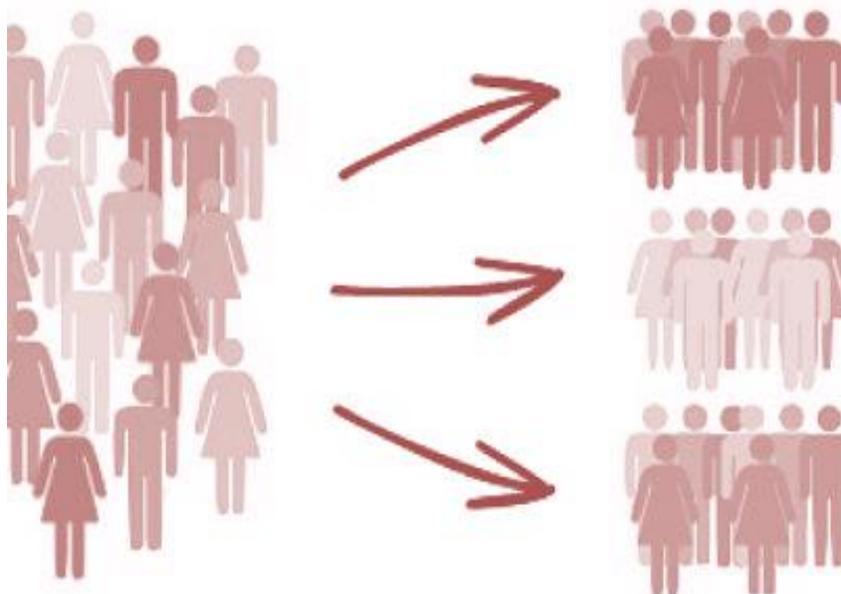


-  BGE has ~180,000 thermostats in our territory that are nearing end of life
-  Current thermostat was no longer available after 2015
-  Manufacturers focused on Wi-Fi enabled smart thermostats
-  Increase customer participation and engagement in direct load control programs
-  Obtain demand AND energy efficiency to help meet goals
-  Provide remote access for control home and away



## Refresh Technology • Acquire New Customers • Clear Eligibility Requirements • Communicate Value

Market Segmentation



Customized Messages



Direct Mail, Email &  
Digital Advertising

Upgrade



targeting thermostat customers with installation dates from 2008 – 2010

clean approach, focused on limited availability to drive equipment upgrade



Acquisition

Gen X and Up

Get A Smart Thermostat At No Out-Of-Pocket Cost — A \$269 Value!

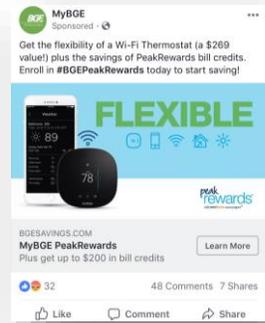
- Vacation mode to lower energy use while you're away
- View the local weather forecast right on the thermostat
- Save Year Round with your ecobee<sub>3</sub> lite – Homes with ecobee thermostats save an average of 23%\* on their annual energy usage!
- Connect to your smart home system such as Apple HomeKit or Amazon Echo
- Remote temperature control with your Android or Apple Watch, iPhone, or iPad

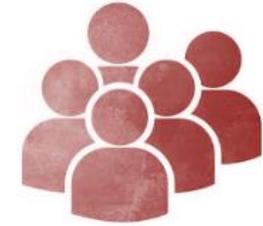
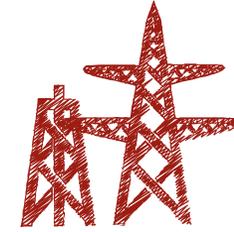
value focused: bill credits, thermostat value, no out-of-pocket costs

Millennials

Stay Connected Wherever You Go When You Upgrade with PeakRewards.

environment and technology focused: helps everyone, protects the grid, wi-fi connectivity





Enrollment

Reminder

Installation

Follow-Up

Activation

Retention

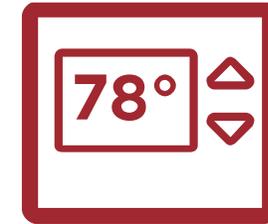
17k customers



30 MW



20k thermostats



15k + per year



92% satisfaction



79% awareness



## Device

Recommended Settings  
Customized Schedules  
Alerts & Reminders  
Firmware Updates  
Offline Rate



## Field

More Technicians  
Increased  
Availability  
Advanced Training



## Customer

Market Segmentation  
Call Center Impact  
Online Scheduling  
Streamlined  
Marketing



Linking installation across multiple program increases participation and savings



Marketing and delivering more than one program simultaneously, resulting in fewer truck rolls



Provide more choice, more information and personalized services for growing digital economy



Energy savings insights directed by AMI and thermostat data

BGE SMARTENERGY savers PROGRAM

Limited Time Offer: Get up to 15 energy-saving items and a **Wi-Fi thermostat**, all at no additional cost!

SCHEDULE CHECK-UP

Introducing BGE Marketplace

Your one-stop shop for energy-efficient products and instant rebates

EXPLORE REBATES