Behavioral Demand Response and the Benefits of Layering HERs

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Opower’s Work Across the Globe

**Company**

- Working with ~100 utilities in 9 countries
- Reaching over 50 million homes and businesses
- Over 600 billion meter reads under analysis
- ~600 people in London, Tokyo, Singapore, San Francisco, and Arlington, VA (HQ)
- Publically traded company on NYSE: OPWR

**Impact**

- 11 TWh and 6M metric tons of CO2 abated to date
- $1+ billion in customer bill savings to date
Behavioral Demand Response: Reach 100% with DR
BDR Result: Large scale peak savings without a device or price

Performance across 32 events at 6 utilities

Average Reduction: 2.71%
Max Hourly Reduction: 5.04%

Load curve from one event during the 2014 BDR season at Efficiency Vermont. Used for illustrative purposes.
Customer Engagement = Widespread Reduced Peak Demand

Link to fly over video: https://vimeo.com/87295230
Boosting savings with a price signal

BGE: proven peak savings at scale

1.1M homes engaged
80% participation
79% customer satisfaction
14%+ opt-out peak savings
309 MW saved
Layering BDR savings on top of Home Energy Reports

Behavioral Efficiency

Behavioral DR

Behavioral Efficiency + DR

Control Group

Peak savings rate at GWP