



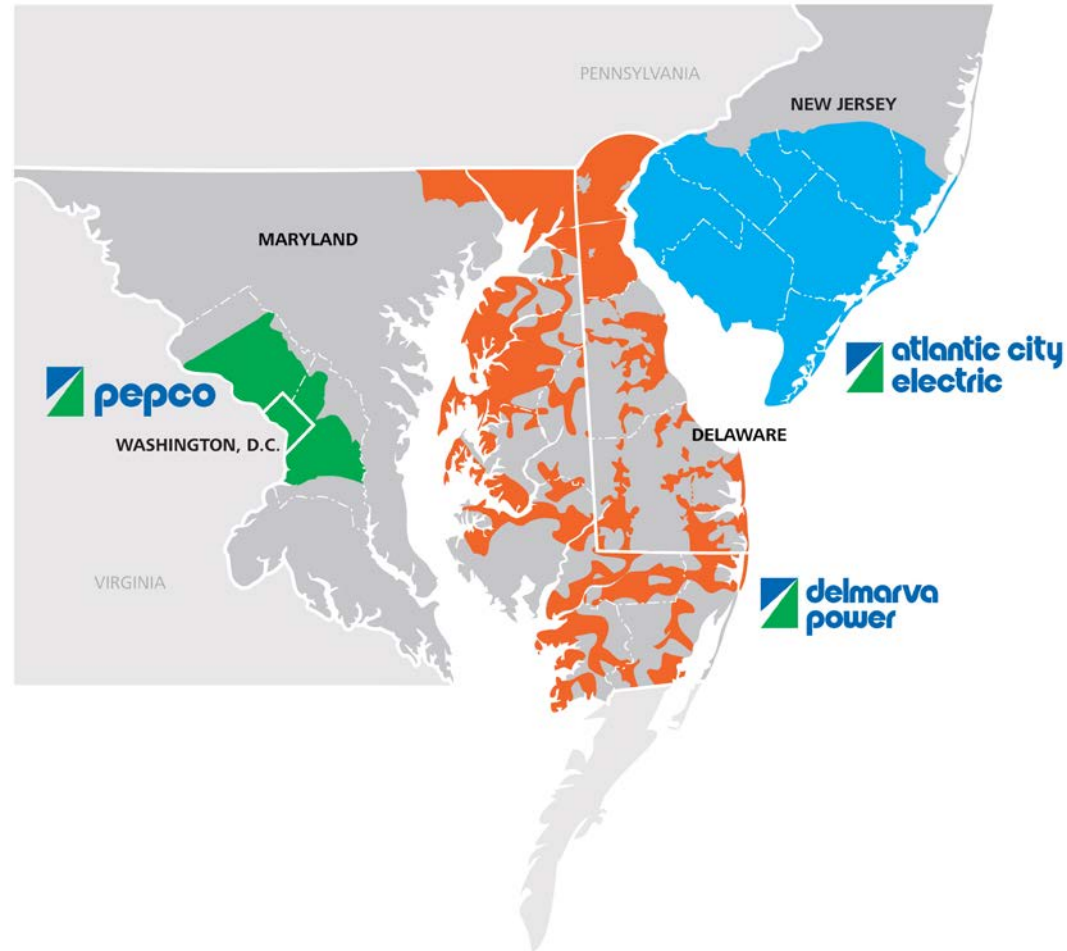
Best Practices in Participant Recruitment into Energy-Management Programs

Presented by: Inia Burginger, Manager, DSM



Pepco Holdings, Inc. Quick Facts

- Incorporated in 2002
- Service territory:
8,340 square miles
- Electric customers served
 - Atlantic City: 545,000
 - Delmarva: 503,000
 - Pepco: 793,000
- Total population served:
5.6 million



Residential Energy-Management Programs

- Maryland
 - Lighting Discounts
 - Appliance Rebates
 - Appliance Recycling
 - Quick Home Energy Check-up
 - Home Performance with ENERGY STAR®
 - ENERGY STAR® New Homes
 - HVAC Efficiency Rebates
 - Energy Wise Rewards
 - EmPOWER Maryland Low Income Energy Efficiency Program
- Delaware
 - Energy Wise Rewards
 - Peak Energy Savings Credit
- District of Columbia
 - Energy Wise Rewards
- New Jersey
 - Energy Wise Rewards

Program Overview

energy wise
rewards™

- A voluntary peak program that cycles central A/C units & heat pumps
- Customers in MD, NJ, DE & DC: receive credits off their bills
- Each territory: Offers unique device & cycling level options, and credit amounts
- Devices: Web-programmable thermostat or control switch (outdoor)
- Customers can program their thermostat manually or remotely via PHI's online portal

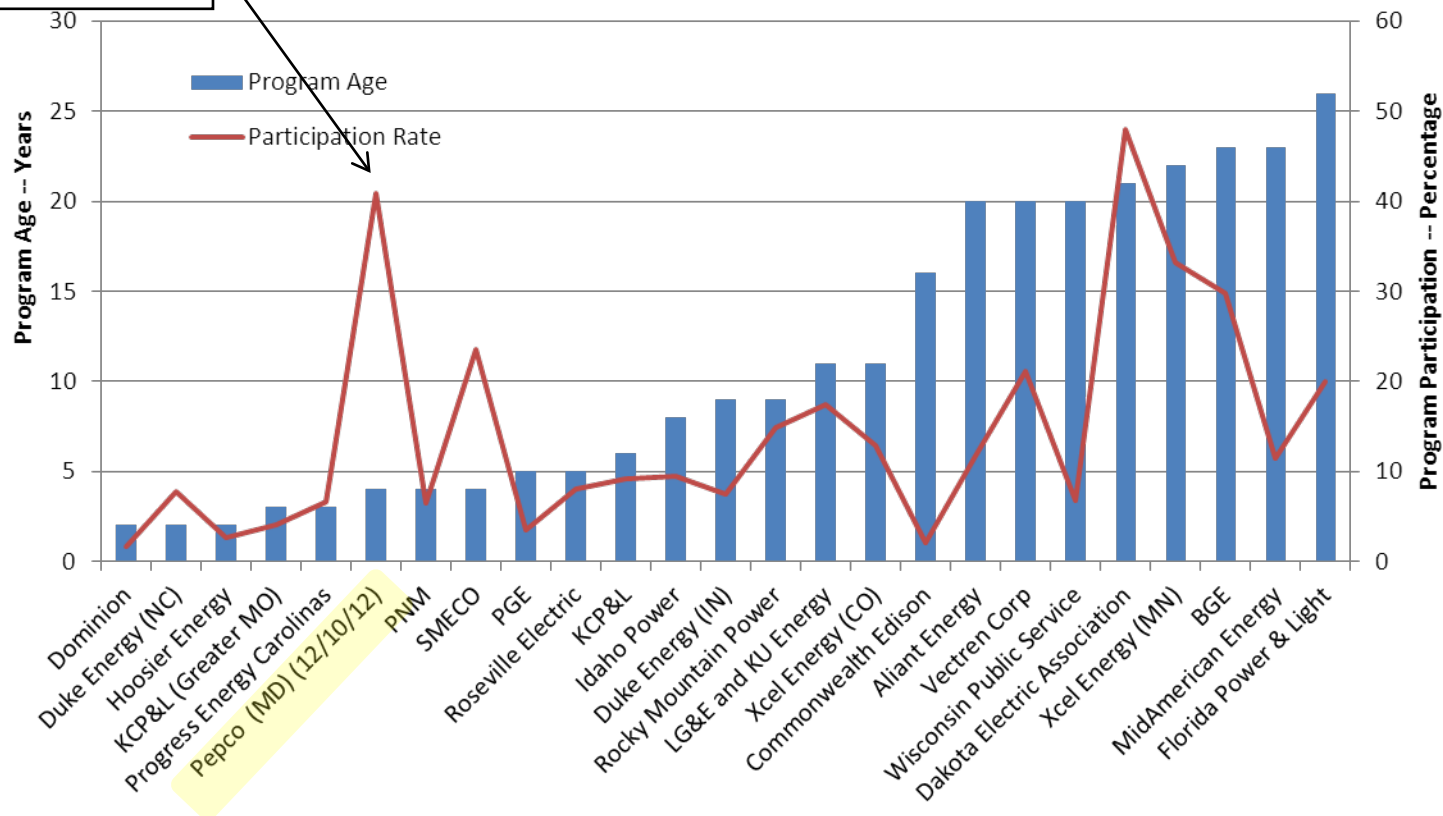




Pepco MD

Pepco installed program devices in 52% of eligible homes in the Maryland service territory.

Residential DLC Participation Rates Compared to Program Age (mid-year 2012*)



*Nelson, Jonathan, and Rachel Reiss Buckley. "Hot or Not? DLC Program Benchmarking: Results from the 2012 E Source Direct Load Control Program Study." *E Source* August 16, 2012.

Awards of Excellence

- **Powergrid International's 2014 Demand Response Energy Efficiency Project of the Year** award for Energy Wise Rewards. The award is based on the size and scope of the project, level of innovation used, and benefit to the utility, its customers, and the power industry as a whole.
- Comverge, the program contractor, received the **2013 Smart Guide Consumer Collaborative Award of Excellence** for clarity of consumer marketing materials used by Energy Wise Rewards.
- **Platts 2012 Global Energy Award of Excellence** in the Energy Stewardship Category for PHI's EmPOWER Maryland programs, including Energy Wise Rewards. Described as “the Oscars” of the energy industry, the Platts Global Energy Awards highlight corporate and individual innovation, leadership and superior performance in 19 categories spanning the energy complex.

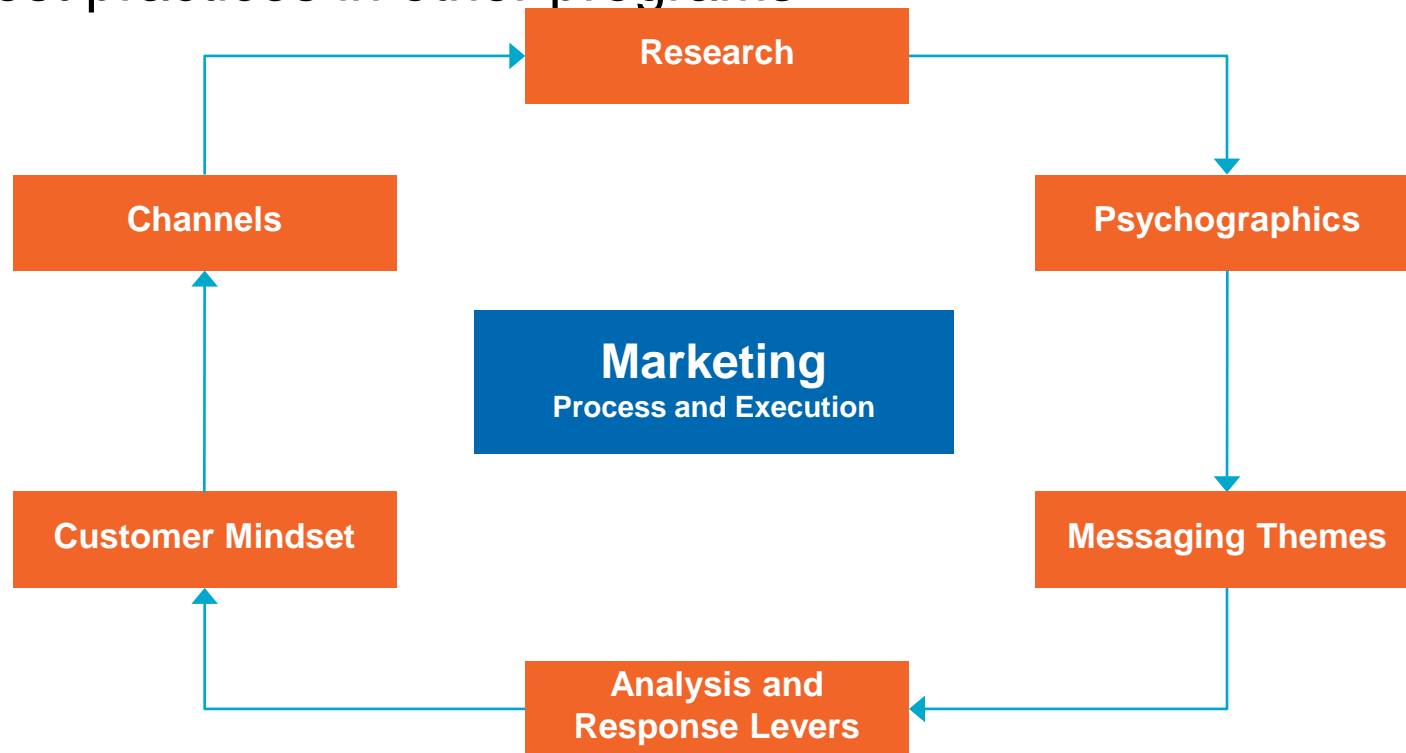


Best Practices for Program Recruitment

- **Analysis:** Understand the target demographics.
- **Channels:** Use an appropriate mix of communication channels: printed direct mail, web, call center, social media, and more.
- **Education:** Build and set appropriate expectations with customers.
- **Choice:** Give them a choice of devices and cycling options.
- **Partnerships:** Collaborate with regulators and stakeholders.

Research is Key

- Program structure
- Understand the marketing environment
- Test recruitment material
- Best practices in other programs



Marketing Mix Varies by Market Segment – Always Branded

Residential



Business



MDU/MMA



Large C&I



*C&I = commercial and industrial; MDU = multi dwelling unit; MMA = master-metered account.

The Offer: Simple and Easy To Understand

Atlantic City Electric



Pepco/Delmarva



VS.

Cycling Option	Temperature Increase	Installation Credit
50%	1-3 degrees	\$40

Cycling Option	Temperature Increase	Annual Reward	Installation Credit	Total Rewards for your first 12 months
50%	1-3 degrees	\$40	\$40	Up to \$80
75%	2-4 degrees	\$60	\$60	Up to \$120
100%	4-7 degrees	\$80	\$80	Up to \$160

Integrated Recruitment Campaign

Message: "Save money and energy by automatically reducing energy use on summer Peak Savings Days."

Tactic	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Direct Mail		✓	✓	✓		✓	✓			✓	✓	
Door-to-Door			✓	✓	✓			✓	✓	✓		
MDU Recruitment		✓		✓		✓					✓	
Letters		✓				✓						
Warm the Door Postcard	✓			✓			✓			✓		
Outbound Call		✓				✓			✓			
Advertising: TV		✓	✓	✓			✓	✓	✓			
Advertising: Print	✓	✓	✓			✓	✓		✓			
Advertising: Radio			✓	✓	✓	✓	✓		✓		✓	
Adv.: Outdoor/Billboards		✓	✓	✓	✓					✓		
Community Outreach		✓		✓		✓		✓		✓		✓
Facebook	✓		✓		✓		✓		✓		✓	

Campaign Samples (branded per service territory)



"I was comfortable in my home during the last conservation event."

FACT:
Most Energy Wise Rewards participants don't notice a temperature change during a peak conservation period.

energy wise rewards Maryland

Some people think they will be hot if their air conditioner compressor is cycled off and on for a short time on Peak Savings Days. However, most participants at the 50% cycling level don't know a conservation period is occurring because the fan continues to circulate previously conditioned air keeping the house cool. Others may experience a 1- to 3-degree temperature increase.

With Energy Wise Rewards, you can:

- Choose one of three cycling levels — 50%, 75% or 100%
- Change your cycling level at any time
- Opt out of two conservation periods each year.

Click to LEARN more about Energy Wise Rewards!

For more information, or to enroll, call 1-866-353-5799.

DON'T LET MISCONCEPTIONS KEEP YOU FROM \$160.

Please use promo code DEDR1316MMH when enrolling.

EmPOWER Maryland
This program supports the Maryland's National Energy Mission.

delmarva power

eMail



SAVE UP TO \$160 energy wise rewards Maryland

Make saving money and energy automatic if you are a Delmarva Power Maryland customer with central air conditioning.

delmarva power
energy for a changing world.™

This program supports EmPOWER Maryland.

WE CAN HELP YOU SAVE AUTOMATICALLY.
Call 1-877-SaveEnergy or visit delmarva.com/saveenergy today.

Direct Mail



"Is it easy to participate?"
Robert W. Delmarva Power customer

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Sign up now by visiting delmarva.com/energywise, returning the enclosed postage-paid reply card, or by calling 1-866-353-5799.

delmarva power

"Can I save a lot?"
Lisa K. Delmarva Power customer

energy wise rewards Maryland



energy wise rewards Maryland

"Will I stay comfortable in my home?"
John C. Delmarva Power customer

Newspaper Ad



This program supports EmPOWER Maryland.

WE CAN HELP YOU SAVE AUTOMATICALLY.

SAVE UP TO \$160 energy wise rewards Maryland

Make saving money and energy automatic if you are a Pepco Maryland customer with central air conditioning.

With Energy Wise Rewards,™ we can help you save money while remaining comfortable in your home. Best of all, you can save up to \$160 off your electric bill in the first year alone, and get a web-programmable thermostat or outdoor switch installed at no charge.

Here's how it works

On select summer days, when demand for electricity is highest (see call them Peak Savings Days), we'll help you save by automatically cycling your central air conditioner or heat pump off and on for a few hours to help conserve energy. The difference in temperature is only a few degrees, and your air conditioner fan will stay on to circulate previously cooled air so you stay comfortable.

Sign up and we'll help you make saving automatic.
Call 1-877-SaveEnergy or visit pepco.com/saveenergy today.

energy wise rewards Maryland

Automatic Savings

One-time Installation Credit:	Up to \$80
Annual Reward Credits:	Up to \$80 Each Year
Web-programmable Thermostat:	\$150 Value
Total Savings:	\$310 in Savings and Value

By conserving automatically, you can enjoy guaranteed savings off your energy bill.

pepco
energy for a changing world.™

IF YOU'RE INTERESTED IN NEW WAYS TO SAVE MONEY, WE CAN HELP.

New Customer Letter



Welcome to the neighborhood!

Here's a special opportunity for bill reductions with energy wise rewards™

Congratulations on your new home. We hope you've begun to settle in.

Now might be a good time to think about saving money on your electricity costs and doing something important for your new community.

Energy Wise Rewards is a voluntary peak-energy management program that cycles off and on central A/C units and heat pumps during times of peak electricity use, June through October. Customers choose a web-programmable thermostat or an outdoor switch, which is installed at no charge, in exchange for credits off electricity bills.

As a participant, you receive your choice of energy-saving device for your home. Plus, receive up to an \$80 Installation Credit



PRSRT-STD
U.S. POSTAGE
PAID
PMI



Door-to-Door Recruitment – Warm-the-Door Postcard

We'll be in your neighborhood



energy **wise** rewards™

Interested in receiving \$50?

Let Atlantic City Electric show you how.

 **atlantic city electric**

energy **wise** rewards™

Let us show you how to receive \$50 from Atlantic City Electric's Energy Wise Rewards program.

You've probably heard about Energy Wise Rewards — the voluntary air conditioning peak-energy management program that's helping **more than 35,000** Atlantic City Electric participants save money and energy.

Authorized Atlantic City Electric Energy Wise Rewards representatives will soon be in your area to discuss the program with you. You'll know them by their Energy Wise Rewards shirts or jackets, badges, and business cards.

They'll explain how you can receive **\$50** in credits off your bill.

If you'd like to learn more before the visit, go to atlanticcityelectric.com/rewards or call us at 1-866-355-4229.

ACRPWD1213B

 **atlantic city electric**

3956 Black Horse Pike STE B PMP 301
Mays Landing, NJ 08330-9947


John Q. Smith
1234 Main Street
Anytown, US 01776-6771

Technology Options:

Web-Programmable Thermostat

Outdoor Switch



TV



Campaign – Results

- Post-event surveys: High awareness and future interest in participation
 - **80%** of customers were familiar with program
 - **More than two-thirds** of customers who were aware of the program said they reduced their energy use on the first Peak Savings Day
 - **Most** customers planned to participate in future Peak Savings Days

*“Saving money and energy is important to me,
this program is a simple way to do both.”*

-- Pepco Maryland Customer