

Hola

Junio, 2014



Nueve minutos ... al año



¿Por qué?



Puede ser cara, pero es necesaria.



Complicada.

Keep This Portion For Your Records

ACCOUNT NUMBER	46662-23344	BILL DATE	Aug 17, 2009
NAME	Dave's Pet Shop		
SERVICE AT			
TOTAL AMOUNT DUE BY	Aug 31, 2009	\$189.86	
AMOUNT PAYABLE AFTER DUE DATE		\$192.71	

Payment Received on Aug 4, 2009 \$323.52

TYPE OF READING	METER NUMBER	SERVICE FROM	TO	NO. DAYS	METER READING		READING DIFFERENCE	METER MULTIPLIER	THERM FACTOR	USAGE	R D
					PREVIOUS	PRESENT					
Total Therm	04013633	07/13/08/13	31		9346.0000	9348.0000	2.0000	1.0000	1.000000	2.00000A	
Total kWh	10109168	07/13/08/13	31		1471.0000	2725.0000	1254.0000	1.0000		1254.00000A	

Service To				SUMMARY				Service To			
Total kWh		08/13/2009	1254.0000	Summer kWh		08/13/2009	1254.0000				
Sales Therm		08/13/2009	2.0000								

NATURAL GAS SERVICE BILLING DETAIL

GDS-2 Small Gen Gas Del-Sp HT		Service From 07/13/2009 To 08/13/2009	
Customer Charge			\$31.48
Delivery Charge Gas	2.00	@ \$0.06331000	\$0.13
Com Gas Env Chg	2.00	@ \$0.01469900	\$0.03
Rider GER Charge	2.00	@ \$0.00456000	\$0.01
Total Delivery Service Amount			\$31.66
Gas Supply		Service From 07/13/2009 To 08/13/2009	
Gas Charge (PGA)	2.00	@ \$0.55844456	\$1.12
Total Supply Amount			\$1.12
Taxes		Service From 07/13/2009 To 08/13/2009	
Illinois State Gas Revenue Tax			\$0.05
Illinois State Commerce Commission Tax			\$0.03
Total Tax Related Charges			\$0.08
Total Natural Gas Charges			\$32.86

ELECTRIC SERVICE BILLING DETAIL

DS - Small General Service (DS-2)		Service From 07/13/2009 to 08/13/2009	
Customer Charge			\$12.46
Meter Charge			\$5.15
Distribution Deliv Chg Summer	1,254.00 kWh	@ \$0.02554000	\$32.03
Rider EDR Charge	1,254.00 kWh	@ \$0.00098846	\$1.24
Total Delivery Service Amount			\$50.88
Electric Supply (BGS-2)		Service From 07/13/2009 to 08/13/2009	
Purch Elec Summer	1,254.00 kWh	@ \$0.07729000	\$96.92
Purchased Electric Adj	1,254.00 kWh	@ -.00201708	-\$2.53
Rider PRR Supply Cost Adj	1,254.00 kWh	@ \$0.00680000	\$0.85
Transmission Service Charge	1,254.00 kWh	@ \$0.00379000	\$4.75
Total Supply Amount			\$99.99
Taxes		Service From 07/13/2009 to 08/13/2009	
Peoria Municipal Charge			\$4.85
Illinois State Electricity Excise Tax			\$4.14
Total Tax Related Charges			\$8.99
Total Electric Charges			\$159.86

MISCELLANEOUS CHARGES DETAIL			
Credit		CR	\$2.86
Total Miscellaneous Charges			-\$2.86
Current Month Charges			\$189.86

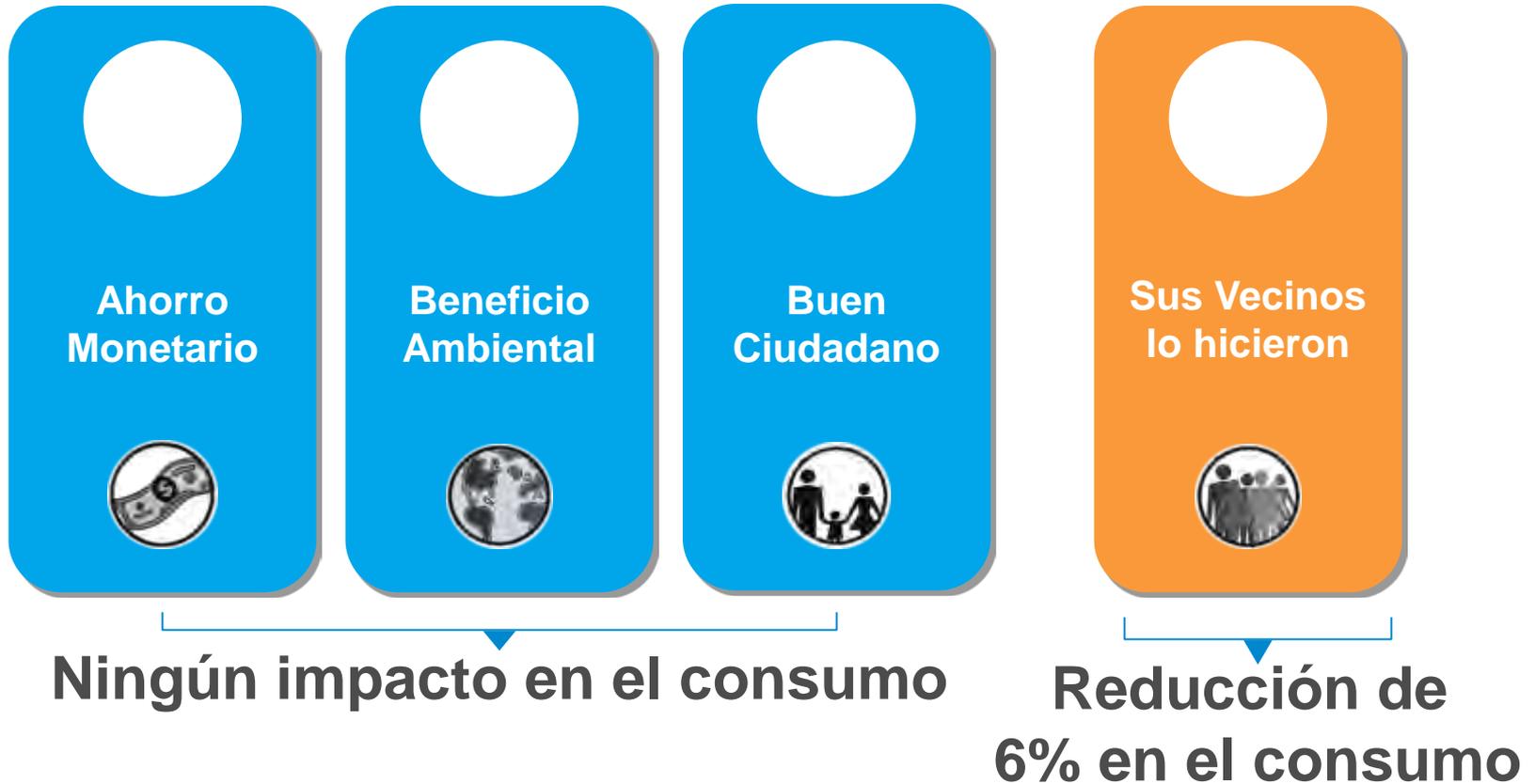
¿Por qué es un problema?

\$36,000,000,000

**191 millones de
toneladas de CO₂**

¿Cómo lo corregimos?

¿Qué información motiva a los usuarios?



Schultz & Cialdini (Científicos afiliados a OPOWER)
Estudio Hewlett Foundation San Marcos

Nuestra primera solución: el Reporte Doméstico

BOB SMITH
414 NICOLLET MALL, GD 6
MINNEAPOLIS, MN 55401

Home Energy Report

Account number: 1234567890
Report period: 11/09/09 – 12/09/09

We are pleased to provide this personalized report to help you save energy.

The purpose of the report is to:

- Provide information
- Help you track your progress
- Share energy efficiency tips

This information and more is available at UtilityCo.com/reports

Last Month Neighbor Comparison

You used **19% MORE** energy than your efficient neighbors.

Category	Energy Index
Efficient Neighbors	6,519*
YOU	7,405
All Neighbors	7,860

* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

How you're doing:

Great **GOOD**

More than average

Who are your Neighbors?

- All Neighbors**
Approximately 100 occupied, nearby homes that are similar in size to yours (avg 2,109 sq ft) and have both electricity and natural gas service.
- Efficient Neighbors**
The most efficient 20 percent from the "All Neighbors" group.

Last Winter Heating Comparison

Last winter, you used **37% more energy on heating** than your neighbors.

Category	Heating Index
Your Heating	2082*
Neighbors' Heating	1520

Best ways to save this winter:

- Lower your thermostat before leaving home**
Adjusting by 10° can save 10% on heating costs.
- Seal air leaks around windows and doors**
Use caulk or weatherstripping to eliminate cold drafts.
- Let sunshine in for warmth**
Open blinds during the day to capture free heat.

For more tips, visit UtilityCo.com/reports

Turn over for savings →

Neighbor Efficiency Rank

Your energy efficiency rank out of 100 neighbors:

More Efficient: #41 out of 100 neighbors
#1 is the most efficient

Your Rank Last Month: #41

Good work, your rank is improving! Find more tips and ways to save: www.UtilityCo.com/reports

Your rank dates correspond to your billing periods. Your neighbors are nearby, occupied, similar-sized homes.

Understanding Energy Use

Heating is the largest use of energy for a typical household in the East Metro area, accounting for more than 50% of total energy use. To maximize your savings, focus on the biggest users first.

Typical annual energy use in the East Metro area

Top Tips For Saving

Tip	Save up to
<input type="checkbox"/> Look for the ENERGY STAR® label Next Steps: Look for the ENERGY STAR® label when shopping for appliances and electronics.	\$800/yr
<input type="checkbox"/> Improve insulation and seal air leaks Next Steps: Start with the places easiest to access, such as an attic.	\$305/yr
<input type="checkbox"/> Seal leaky ducts Next Steps: Use mastic (a special adhesive) or duct tape to seal all accessible duct joints.	\$170/yr
<input type="checkbox"/> Recycle your second refrigerator Next Steps: Try rearranging your main fridge to fit everything from your second fridge.	\$145/yr
<input type="checkbox"/> Turn off computer at night Next Steps: Program your computer to automatically turn off after periods of inactivity.	\$75/yr
<input type="checkbox"/> Set your thermostat wisely Next Steps: Set your thermostat 10 degrees off from your preferred setting when you're away or sleeping.	\$85/yr
<input type="checkbox"/> Install efficient showerheads Next Steps: Get a new efficient showerhead and bathroom faucet sensor for free! Visit xcelenergy.com/energyreport for details.	\$45/yr

Already do these tips? Find more ways to save online

For energy-saving tips visit: www.UtilityCo.com/reports

Part of OPOWER

UtilityCo.com/reports | (555) 555-5555 | energyreports@UtilityCo.com
 * Based on 20% post-consumer recycled paper.

Comunicándose con usuarios donde quiera que estén...

Reportes

UtilityCo Home Energy Report

You used 10% MORE energy than your neighbor.

Your Marketing Module Here

Your Marketing Module Here

Web

UtilityCo

WELCOME

You saved 30% more on electricity than efficient similar homes.

Your Marketing Module Here

Email

UtilityCo

Bob Smith - Act No. 1111111111
Your energy usage is trending 30% more sustainable.

Your Marketing Module Here

You used less electricity than average, but 47% more than your efficient neighbors.

Your Marketing Module Here

Steps you can take right now:

- Adjust your thermostat a few degrees. Smart power strip can make a difference in cooling.
- Recycle. Already do it. No thanks.

CSR conversación

OPOWER

Home Energy Report Customer Service Interface

Account Details

Service Account Number	Name	Service Address	Utility Address
12345	MARK SMITH	12345 ST	12345 ST

Your Marketing Module Here

IVR

Hi, I am calling on behalf of Xcel Energy. We recently sent you a personalized Home Energy Report with a valuable coupon for a programmable thermostat.

Your Marketing Message Here

SMS

UtilityCo: Based on the last 14 days you're headed towards an annual bill for this time of year: \$200. Visit us online.

Your Marketing Message Here

Social

OPOWER

Take the energy challenge

Can you beat Jerry Smith? Jerry Smith has challenged you to compare your energy use!

Find out if you use less electricity than Jerry. Learn more >

No thanks Accept

Your Marketing Module Here

Móvil

UtilityCo

My Shopping List

- Rope clasp
- CFLs
- Smart power strip

Your Marketing Module Here

Termostato

UtilityCo

Set all temps to ENERGY STAR

Set sleep temps to ENERGY STAR

Set times when you're away

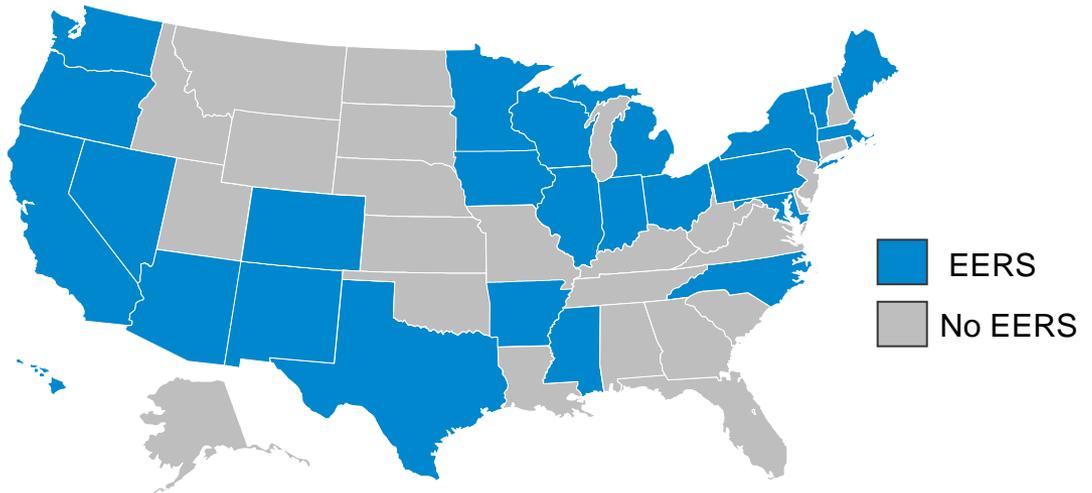
Your Marketing Module Here

Un rol importante regulatorio

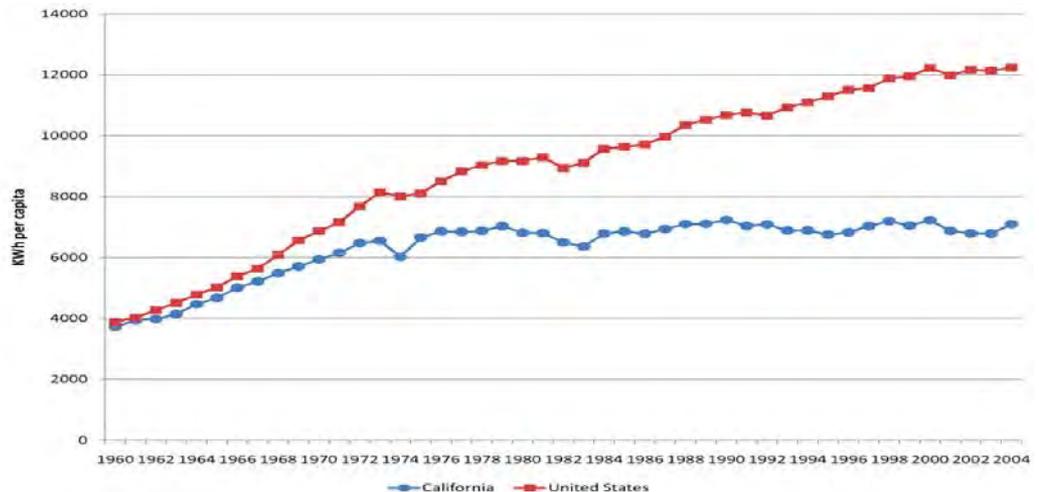
La regulación es necesaria para impulsar el desarrollo tecnológico



29 estados con mandatos de eficiencia (EERS)



La curva Rosenfeld en California



...y una política inteligente es necesaria para un consumidor inteligente

Ayudar a la CFE a **convertir al consumidor en un activo** es un complemento necesario para impulsar el desarrollo de infraestructura.



Visión. CPUC Decisión 010-06-047

- » Asegurar oportunidades para la **participación** de los consumidores en la operación de la REI.
- » Incluir **beneficios** para los consumidores.



Implementación. MPSC Caso Número 9208

- » Crear métricas concretas para **medir el éxito** de las empresas eléctricas.
- » Exigir **métricas sobre los consumidores** en los casos de negocio de la empresa eléctrica.

El consumidor inteligente es consistente con la política mexicana

Reforma Energética

“El Estado procurará ... la incorporación de criterios y mejores prácticas en los temas de eficiencia en el uso de energía ... obligaciones de energías limpias y reducción de emisiones contaminantes ...” - Transitorios. Décimo Séptimo y Décimo Octavo.

Estrategía Nacional Digital

“Es la construcción de una nueva relación entre la sociedad y el gobierno, basada en la experiencia de los ciudadanos como usuarios de los servicios públicos.” – Objetivos. 1. Transformación Gubernamental

Estrategía Nacional de Cambio Climático

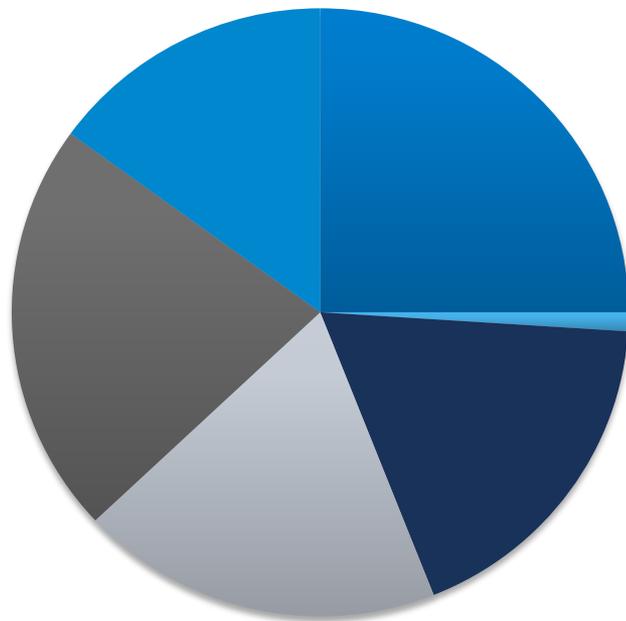
“Educar, informar y sensibilizar mediante campañas masivas de comunicación y programas de capacitación para inducir cambios hacia patrones de producción y consumo sustentables.” - 5.2 Pilares de Política y Líneas de Acción, P4.1 (Promover el Desarrollo de una Cultura Climática

Los consumidores inteligentes son recursos críticos para DSM



Portafolio 2011 sin eficiencia

Portafolio 2011 con eficiencia



~75,000 GWhs



~88,500 GWhs

- Gas Natural
- EE Acumulada
- Carbon
- Hidro
- Renovables
- Nuclear

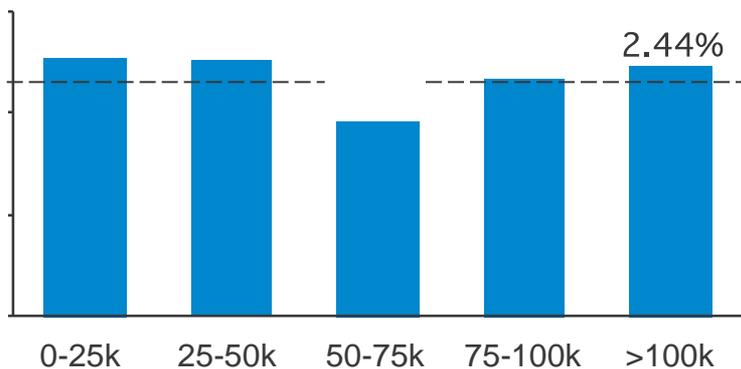
**¿Pero, funciona la eficiencia
energética del comportamiento?**

Los resultados: interacción significativa y sostenida

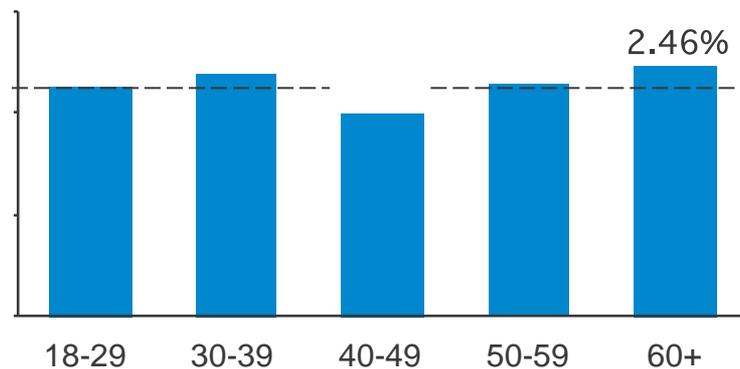


Impacto en todos los segmentos

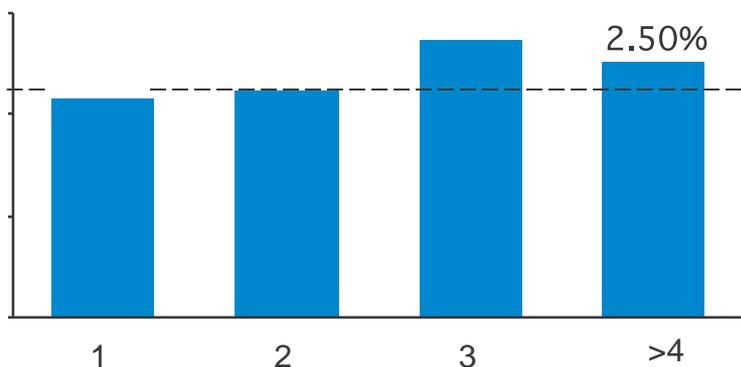
Ahorros de Energía por Nivel de Ingreso



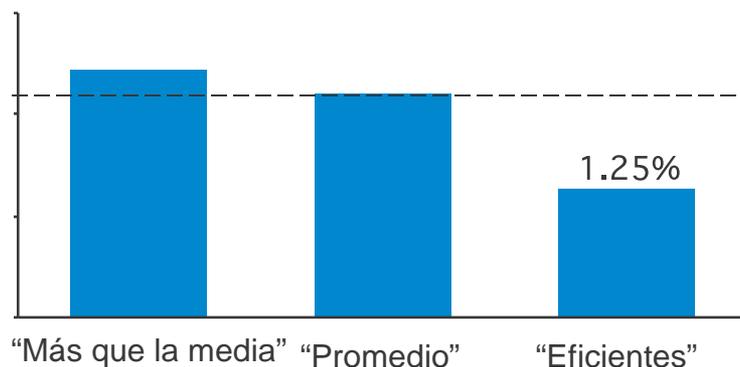
Ahorros de Energía por Edad



Ahorros de Energía por Número de Habitantes



Ahorros de Energía por Nivel de Eficiencia



Baja varianza de impacto a través de todos los grupos demográficos y perfiles de energía

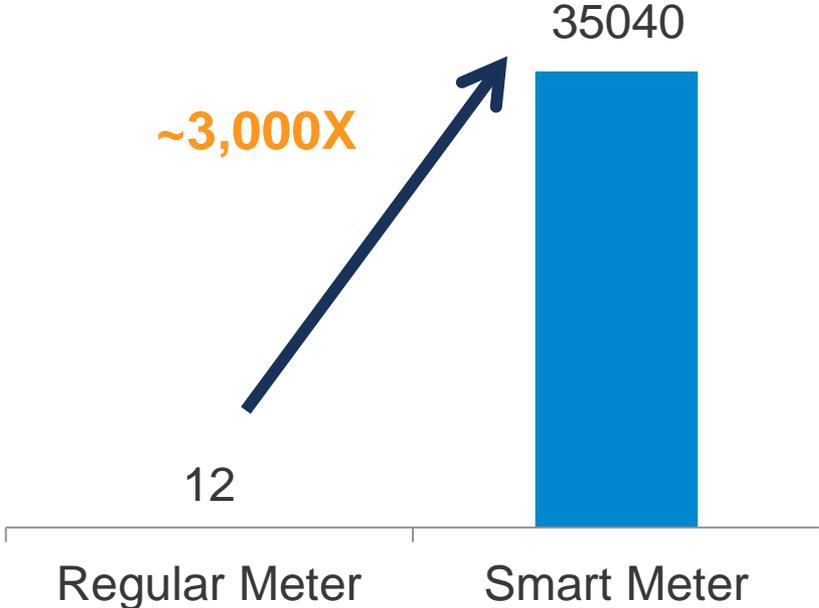
**Utilizando data Smart Grid a crear valor
para los consumidores ... (coming to a
utility near you!)**

La oportunidad “Big Data”

Medidor inteligente



Lecturas por año



BGE + Opower = Behavioral Demand Response a 1.1M usuarios



Lanzado Julio 2013

- **4 Eventos** hasta la fecha
- **>2M** comunicaciones entregadas
- **82%** de los usuarios beneficiados
- **5%** en el ahorros por capita

Compone 49% de los beneficios de AMI de BG&E: ~\$1.25B

Gracias.

www.opower.com

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