

# The Biggest Energy Saver Contest

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# Biggest Energy Saver Campaign



[www.BiggestEnergySaver.com](http://www.BiggestEnergySaver.com)

# Situation

Lack of public understanding is impeding consumer's realization of the benefits of advanced metering  
Recent consumer experience in Oncor area is encouraging

At a smart grid conference in Boston on March 2, experts said the most important part of a smart grid rollout is exciting consumers about the product. That, in turn, will help regulators see the benefits. Utility companies and smart grid providers say they must get ratepayers more informed about the benefits of tracking their energy use, particularly the cost savings. "At the end of the day, the smart grid is really about creating value for customers," Tschamler said.

Source: [HartfordBusiness.com](http://HartfordBusiness.com)



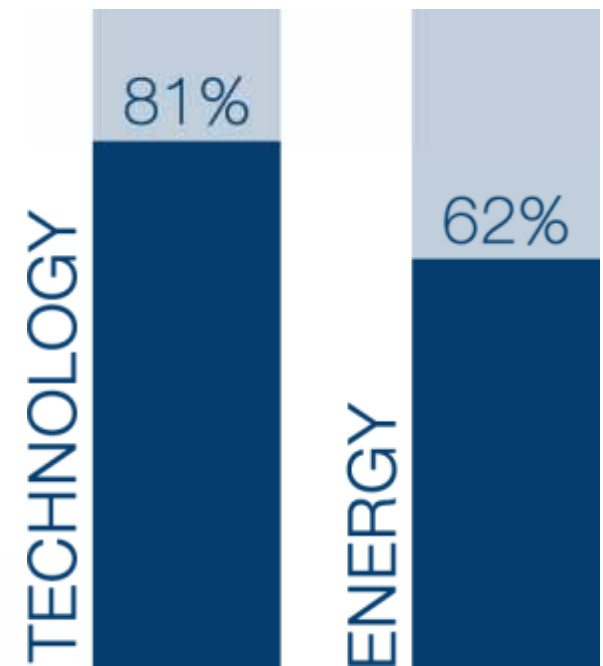
# Campaign Goals

- Create a viable path for the public to understand and embrace advanced metering
- Provide a compelling online community that positively positions advanced metering and serves as an ongoing consumer resource
- Demonstrate the consumer benefits attainable by utilizing information from advanced metering
- Jumpstart the market for products and services that enable consumers to benefit from advanced metering technology
- Elevate utility industry trust and positively position campaign partners



# Consumer Trust

- 2011 Trust Barometer data shows technology is still most trusted industry sector
- Energy sector remains highly trusted
- Consumers expect business and government to work together and find solutions
- With this data we know that by encouraging the creation of new technology for the energy sector we can continue to bridge the gap between our consumers



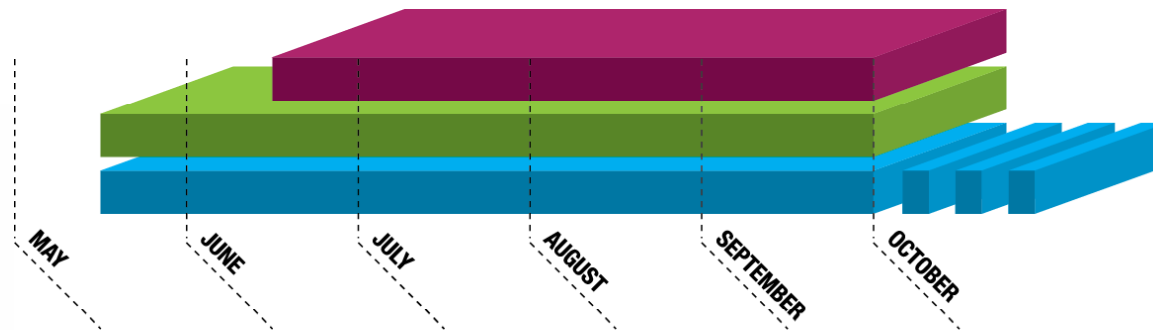
# Three Phase Campaign

- Hosted online community
- Developer apps contest
- Consumer “Biggest Energy Saver” contest

HOSTED ONLINE COMMUNITY

SMART PHONE  
APPLICATION CONTEST

ENERGY SAVINGS CONTEST



# Program Timeline and Prizes

## HOSTED ONLINE COMMUNITY

**PROGRAM:** Engage consumers in online conversations about carbon footprint, energy savings, personal finance and technological innovation to drive traffic to online alliance resource

**PARTICIPANTS:** Alliance voices and early adopters of web portal, in-home monitor, etc., as well as online influencers discussing topics above

**ANNOUNCEMENT DATE:** June 13, 2011

**COMPLETION:** Ongoing

**WINNER ANNOUNCEMENT:** N/A

**PRIZES:** Various contest gift cards to drive buzz and increase participation

## SMART PHONE APPLICATION CONTEST

**PROGRAM:** Motivate developers to create smart phone apps that will attract the most users and allow consumers to read and understand advanced meter data and reduce energy consumption and cost

**PARTICIPANTS:** Advanced phone and tablet app developers

**ANNOUNCEMENT DATE:** June 13, 2011

**START DATE:** August 1, 2011

**COMPLETION:** September 30, 2011

**Cash prizes will be awarded to the winning apps:**

**Best Overall Application winner: \$50,000**

**Most Energy Saved, Best Rated, Most innovative, winners: \$20,000 each**

**Prizes for winners by platform: \$10,000 each**

## CONSUMER CONTEST

**PROGRAM:** Inspire residential customers to utilize advanced meter data and selected apps to reduce consumption

**PARTICIPANTS:** Residential

**ANNOUNCEMENT DATE:** June 13, 2011

**START DATE:** August 1, 2011

**COMPLETION:** September 30, 2011

**WINNER ANNOUNCEMENT:** Fall 2011

**PRIZES:** Residential Categories:

Grand Prize = GM Volt

1st Prize = GE smart kitchen suite of appliances

2nd Prize = GE ENERGY STAR Front load home laundry pair



# Developer “apps” Contest

- Launch Smartphone app development contest for iOS (iPhone) and Android systems
- Publicize through online channels
- Prizes awarded for each platform





# Apps Developed

- In all seven apps were submitted to the contest
- The features on the apps include
  - Up to the minute monitoring of energy use
  - perceptive and graphically-pleasing dashboards



# Apps Cont.

- Consumers can set goals and get actionable suggestions for success
- Comparisons of their daily usage to their goals
- As well as see how their data compares to others



# Apps Websites

- Smart Meter 500  
<http://smartmeter500.com/>
- My Power  
<http://www.simpleenergy.com/texas>
- HouseLynx <http://houselynx.com/>
- People Power 1.0  
<http://www.peoplepowerco.com/bes/>
- Better Energy App  
<http://www.betterenergyapp.com/>
- Dynamo <http://dynamoapp.com/>



# Consumer Contest

The Biggest Energy Saver (BES) campaign, which ran from Aug. 1 to Sep. 30, engaged audiences across the Oncor service territory. This was the first contest of it's kind that Oncor has participated in.

To attract contestants Oncor used a number of tactics, including events, community outreach, advertising and social media efforts.



# Thank You

## Q&A's



Save the Date



## 22<sup>nd</sup> National Conference & Expo

February 6-10, 2012  
Hilton San Diego Bayfront

