

People Power BDR 2.0



Behavioral Demand
Response service

accelerates and maintains
consumer engagement for
retail energy providers.

The Modern Approach

For energy companies interested in demand response (DR) programs, getting and keeping consumer participation is the next hurdle towards broader market adoption. Full market opportunity depends on the ability to address behavioral demand response (BDR) requirements of *both* the customer and the service provider. Providing that balance, People Power BDR 2.0 improves upon the previous version, and includes a new Time-of-Use (TOU) mobile consumer SMS text engagement microservice.

People Power BDR 2.0 is designed to achieve significantly improved consumer participation in BDR initiatives, and is built with research and field-testing from Stanford University ChangeLabs and People Power's behavioral science experts. It is comprised of BDR microservices that deliver modular functionality for optimal performance, and adds to the growing library of AI-based energy centric microservices offered by People Power.

“Sustainable transformation in energy efficiency is possible when solutions simultaneously leverage shifts on both the demand and the supply sides of the equation. Catalyzing realistic ways of shifting behaviors through choices and options based on behavioral science principles – but which are sensitive in meshing with people’s identities, sensibilities and their daily lives – are key to changing the energy landscape. People Power’s BDR 2.0 service is based on collaborative learnings from our energy-centric behavior science experts to address a global concern – more efficient energy consumption of individuals and groups”.

- Professor Banny Banerjee
Director and Founder
Stanford ChangeLabs, Stanford University

People Power BDR 2.0

The service enables energy savings contests and transforms successes into points, rewarding those who conserve while motivating others who could perform better. Featuring microservices that incorporate the company's leading smart home behavioral research, People Power BDR 2.0 is designed to keep participants engaged and responsive to energy efficiency efforts in their connected homes. Contest results are delivered through conversational user experiences within the app and email. Developed for white-label deployment and available today, People Power BDR 2.0 includes microservices that combine to make energy efficiency initiatives more engaging and successful.

NEW: Time-of-Use Notification Microservice

Advanced notification of energy pricing shifts to help consumers make better-informed energy decisions

The idea of energy pricing tiers remains a mystery to consumers today. Helping coordinate energy consumption with the most affordable time-of-use (TOU) pricing has tremendous upside for everyone. People Power's Time-of-Use Microservice understands retail energy TOU schedules and provides SMS text and push notification of pricing changes to consumers in real time. It can also announce pricing level shifts in advance. Deployable to individuals and groups, this AI-enabled microservice delivers more efficient pre-heating, pre-cooling, and staggered appliance restarts to avoid snapback after TOU-triggered events. Able to understand real time home occupancy through sensor data, it provides optimal reactions to TOU events regardless if consumers are home or away.

UPDATED: Savings Goal Challenge Microservice

Facilitates reduction in energy consumption by a percentage with chance to win conservation points

Designed to give energy providers the ability to set energy savings goals for consumers, this microservice keeps users engaged in the process of energy efficiency through challenges, surveys and points rewards. Administrators can challenge a user base with "Who can save 5 percent?", for example. Everyone who achieves his or her goal can be eligible to receive a monthly prize. People Power's Savings Goal Challenge Microservice can be administered to individuals, groups or organizations, with challenges delivered through conversational user experiences within the app and email.

UPDATED: Maximum Energy Savings Microservice

Aggressive reduction of energy use with contests based on kilowatt-hour measurement

Facilitating a way for retail energy providers to assist customers in achieving significant energy savings, People Power's Maximum Energy Savings Microservice measures whole home energy consumption by kWh for targeted energy efficiency contests. This microservice transforms energy conservation into program points, rewarding those who conserve while motivating others who could perform better. When combined with other energy-centric microservices, automated efficiency programs can be administered to intelligently guide energy consumption to specific kWh goals. The results of energy savings are delivered to participants through conversational user experiences within the app and email.

UPDATED: Report Card Microservice

Consumers receive weekly report cards that recognize and reward energy conservation practices

Successful behavioral demand response (BDR) programs benefit when a consumer pledges to energy-saving practices that are personalized to them. They become further motivated when their efficiency practices are recognized and rewarded. People Power's Report Card Microservice provides a system where user-defined energy pledges transform into weekly activity report cards that recognize efforts through the distribution of award points. Powering down the home's computers at night earns 50 points, for example. An engagement manager has the ability to distribute a customized weekly report card detailing individual pledges, points, awards and progress towards successful program completion.

UPDATED: Group Energy Savings Microservice

Bringing groups of people together for competitive energy efficiency contests

Making possible a way for conservation co-ops and retail energy providers to unite and organize people with common energy efficiency goals, this microservice enables improved behavioral energy decisions at a group or community scale for maximum savings. Promoting energy conservation best practices for groups, People Power's Group Energy Savings Microservice transforms energy conservation into program points, rewarding those groups that conserve while motivating others that could perform better. The results of group energy savings contests are delivered to participants through conversational user experiences within the app and email.

UPDATED: Recruitment Microservice

Rewarding recruitment efforts for energy efficiency programs through signup rewards

Recruiting friends, family and colleagues to join energy efficiency initiatives is made easy with People Power's Recruitment Microservice. This microservice is designed to assist organizations in recruiting their own members into energy savings programs. During the sign-up process, people select a group or organization they want to become a member of. Points are awarded based on the number of subscribers signed up. Perfect for larger organizations or non-profits, recruitment efforts are recognized and rewarded.

SUMMARY: People Power BDR 2.0

- > **Simplified program recruitment, management**
Managing friends, family, colleagues and groups for energy efficiency initiatives made easy.
- > **Energy challenges for groups and individuals**
Facilitates reduction in energy consumption with ability for participants to win conservation points.
- > **Report cards with useful insights**
Customized weekly report card detailing goals, performance, participation, awards and more.

Our Successes in Sustainability

People Power, founded as a green-tech company in 2009, remains committed as ever to home energy management systems that advance residential and commercial energy efficiency. Having succeeded in energy conservation programs with several energy providers in North America, our solutions are built around the lessons learned from consumer engagements that have produced industry-leading results. The success of our programs has exceeded industry-standard rates of end-user participation and energy savings at nearly 3-times the rate when compared to the baseline of other consumer programs.

Cool Fact

People Power was awarded the 2015 Outstanding Achievement in Energy Efficiency Technology Deployment by the Association of Energy Service Professionals (AESP) for a successful energy conservation program we deployed in Hawaii.

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