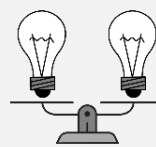


OBJECTIVE

What is the objective for RTP?



Lower customer **ENERGY COSTS**



REDUCE GRID DEMAND during peak times

SOLUTION

How does RTP work?

BUSINESSES AND HOUSEHOLDS REDUCE THEIR OVERALL ELECTRICITY CONSUMPTION IN RESPONSE TO HIGHER PRICES, particularly during peak times of the day.

ASSESSMENT

How was RTP assessed?

To understand customer perceptions and preferences of RTP, **SCE/EPRI CONDUCTED AN ONLINE SURVEY**. The survey collected responses from **186** small business customers and **1,107** residential customers.

OUTCOME

What was the outcome?

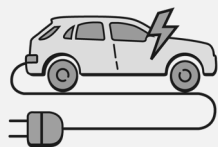
44% of small businesses say **BILL SAVINGS** appeal most

25% of **SMALL BUSINESSES** would be "likely to enroll"

32% of **HOUSEHOLDS** would be "likely to enroll"

RECOMMENDATIONS

What was recommended?



TARGET SMALL BUSINESSES WITH EV FLEETS and **ENERGY MANAGEMENT SYSTEM OWNERS**



TARGET HOUSEHOLDS WITH ENERGY MANAGEMENT OWNERS, EV OWNERS and **EV CHARGING STATION OWNERS**