

In-Home Display & Smart Phone Application Behavioral Conditioning with Time of Use Billing for Energy Efficiency and Demand Response

1. Overview

The TOU display device works in conjunction with a smartphone app that is available for customer download, registration, and activation. The application is complimentary to the in-home device, enabling the customer to view time-of-use (TOU) pricing periods and period prices via their smartphones. The application can also provide other functions such as SDG&E message pushes to the customer, helpful links and other functionalities as developed by the vendor.

The goal of this project is to verify if a SDG&E residential customer will:

1. Interact with the in-home display.
2. Interact with the smart phone application.
3. Yield any meaningful annual kWh savings verified using the NMEC (Normalized Metered Energy Consumption) analysis.
4. Yield any Demand Response values due to smart phone application messaging using regression analysis as well as a 3-in-5 baseline; and/or
5. Yield a positive residential program design in the form of Total Resource Cost (TRC), Program Administrators Cost (PAC), and Ratepayer Impact Measure (RIM) tests.

2. Collaboration

The progress and results have been shared with other CA IOUs ET-DR Leads. SDG&E's Emerging Technologies Team has collaborated with internal Residential Customer Program Advisors to keep them informed of potential measure value as the project yields positive cost-effectiveness.

The ET Team also collaborated with SDG&E's rates team and marketing groups to ensure effective messaging efforts.

3. Status

The project has been completed, and the report has been published to the [Emerging Technologies Coordinating Council \(ETCC\) website](#) for public review and reference.