



AESP Energy Awards
February 9, 2010

**Outstanding Achievement
Pricing and Demand Response**

SMART METER PILOT PROGRAM

 <p>Save money by using less energy on critical days: 2-6pm (Jun-Sep) 6-8am & 6-8pm (Nov-Feb) We'll contact you the day before a critical day.</p> <p>1-888-232-5949 support@powercentsdc.org</p>	 <p>Earn rebates by using less energy during these hours on critical days: 2-6pm (Jun-Sep) 6-8am & 6-8pm (Nov-Feb) We'll contact you the day before a critical day.</p> <p>1-888-232-5949 support@powercentsdc.org</p>	 <p>Save money on your power bill by using less energy when prices are high</p> <p>We'll contact you the day before a high-priced day View all hourly prices at PowerCentsDC.org</p> <p>1-888-232-5949 support@powercentsdc.org</p>
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Objective: In 2007, the Smart Meter Pilot Project, Inc. (SMPPI) initiated PowerCentsDC to test the reactions and impacts on consumer behavior of smart prices, smart meters, smart thermostats, and rich energy information. The SMPPI is a non-profit organization comprised of the Consumer Utility Board, the District of Columbia Office of the People's Counsel, the District of Columbia Public Service Commission, the International Brotherhood of Electrical Workers and Pepco.

Description: PowerCentsDC is the first program in the electric utility industry to test the response of residential customers to three different innovative pricing options under one program: hourly pricing, critical peak pricing, and critical peak rebates. It also provided a rich customer experience, including consumer software, monthly energy reports, and smart thermostats.

Key Results: The PowerCentsDC program has contributed important results to-date, advancing industry knowledge by confirming the potential for smart energy pricing and demand response to deliver significant benefits in peak demand reduction. Furthermore, the program demonstrated that these results can be achieved across a broad range of customer groups, while reducing bill amounts for the vast majority of customers.

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