



54,788
ENROLLED
DEVICES



30 MW
DEMAND
SHIFT



.98 kW
PER DEVICE
DEMAND SHIFT

Cultivating Peak Time Savings

Franklin Energy delivers on-demand reduction and energy efficiency goals with a smart thermostat-based program that encourages household participation through incentives and online store bundles.

THE STORY

Serving 64 counties and more than 500 communities, including the greater St. Louis area, Ameren Missouri is committed to generating cleaner energy and a brighter future for Missouri residents. Their award-winning program portfolio delivers energy savings to a diverse range of both homes and businesses.

THE GOAL

With a robust residential energy efficiency portfolio already in process, Ameren Missouri was looking to achieve deeper savings during times of peak energy usage, while maintaining customer comfort and satisfaction.

THE SOLUTION AND RESULTS

We implemented Peak Time Savings, a smart-thermostat-based demand response program, which optimizes energy use by adjusting customers' temperature settings during "events." These Peak Time Savings events are triggered when the utility reaches 99% of their annual peak load. Franklin Energy deployed an aggressive marketing campaign, consisting of email, social media, online advertisements and printed materials, to encourage Ameren Missouri customers to enroll in the program. Customers were incentivized to enroll in the program with a \$50 sign-up bonus and an annual \$25 participation bonus. Customers could register for the program using a smart thermostat already installed in their homes, or by purchasing a qualifying ecobee, Nest or Emerson Sensi smart thermostat from the Ameren Missouri online store. Those customers who chose to purchase a smart thermostat through the Ameren Missouri online store received an additional \$100 rebate. The Peak Time Savings program uses smart thermostats to understand how each customer uses energy and learns their preferred temperature levels for optimal comfort. During Peak Time Savings events, the program uses that data to adjust the temperature of participating thermostats. To keep customers comfortable before, during and after events, while also conserving energy, the program pre-cooled homes prior to adjusting thermostat settings. Peak Time Savings achieved the following during the first year of program implementation:

- ▶ Reached 164% of program enrollment goals
- ▶ 96% satisfied customers during peak savings events
- ▶ 97% of customers found the enrollment process easy
- ▶ High customer engagement



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