

# BGE Smart Energy Savers Program®

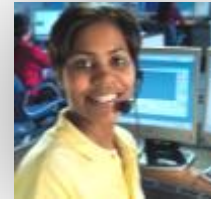
## Partnering with Allies to Deliver Energy Efficiency

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# Snapshot of BGE

- Maryland's **largest** gas and electric utility
- Nation's **first** gas utility, and among first electric utilities
- Serving Central Marylanders for almost **200 years**
- **1.2 million** electric customers
- More than **650,000** gas customers
- **32 million** MWh 2011 energy sales and **7,236** MW peak demand
- Subsidiary of **Exelon Corporation**
  - Headquartered in Chicago, IL
  - \$32.7 billion in revenues
  - Regulated utilities include BGE, ComEd and Peco



# Partnering With Trade Allies/Contractor Organizations Which Implement Residential Programs

- HVAC (Heating, Ventilation, Air Conditioning) Incentive Program
  - Full service retailers like SEARS
  - Individual HVAC companies and their association: Air Conditioning Contractors of America (ACCA)
- Home Performance with ENERGY STAR
  - Individual companies and their association: Efficiency First
  - Other associations including Home Builders Association of Maryland, Home Builders of Maryland Remodelers
- ENERGY STAR New Homes
  - Home Builders Association of Maryland
  - Green Building Board

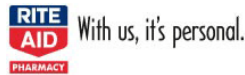
# Residential Programs Trade Ally Activities

- Account Manager team
- Ongoing dialog with allies e.g. HVAC contractors, builders
- New Program and technical training
- Outreach to manufacturer's distributors
- Quarterly newsletters
- Online directory of participating contractors
  - Searchable by city or county, company name and services
  - Includes company name, address, phone number, website and email
- Umbrella marketing campaign to build program awareness and drive customers to participating HVAC contractors
- Pilots such as with ENERGY STAR New Homes Program



# Retail Trade Allies (Lighting and Appliance Program)

- Relationship with 400 retail trade allies



- Retailer partnerships with contracts focusing on maximizing sales of measures offered under program
- 6 Program Field Representatives
  - Train 15,000 store sales staff and visit stores regularly
  - Host in-store product promotions and customer events
- Marketing support
  - Builds awareness for programs at participating retailers
  - Ads that drive customers to website for online store locator
- Marketing partnering e.g. Sears holiday emails promoting energy efficiency incentives

# Large Commercial Trade Ally Relationships

- Trade allies support and promote commercial energy efficiency programs to customers
  - Engineers, architects, developers, property managers, lighting/electrical/HVAC contractors, manufacturers
- Regular ongoing communication with trade allies including regular meetings
  - Program details and results, guide continuous improvements
    - Increased HVAC incentive levels based on feedback from distributors, contractors
  - Retro-commissioning program supported by property managers, building engineers, contractors after BGE modified program delivery based on concerns raised
- Partner with suppliers and distributors
  - Meet with lighting suppliers and HVAC distributors to explain programs and identify products eligible for incentives
  - Customer training at their facilities

## Case Study Demonstrating Trade Ally Benefits: BGE and Contractor Collaborate to Solve Customer Problems

- HVAC equipment installed by retailer trade ally subcontractor
- Customer called BGE to report promised rebate not received
- BGE investigation determined not qualified for the BGE rebate
- The subcontractor had gone out of business
- Relationship developed with retailer executive at an industry event
- Executive launched investigation and within days rebate check issued
- The customer's view of both BGE and the contractor was turned around due to the strong relationship that had been developed



# Commercial and Industrial Trade Ally Experiences

- Lighting manufacturer's representative:

“...Goes to all the training classes and finds them very helpful. She finds the BGE staff to be responsive and very helpful when she needs assistance putting together a project. When she calls them, they get her the answers she needs. Most importantly, the program is structured such that it frequently allows her to up-sell her customers.”





## Lighting Installation Ally

“... Loves the incentives because they get customers interested – they get the sales conversation moving. Energy Solutions for Business Program has allowed him to find great success in a particular niche: outdoor lighting. He has found all the staff people he has dealt with (and he was able to name four of them) to be extremely knowledgeable and helpful...”



# Broadening The Ally Relationships

- Baltimore Neighborhood Energy Challenge
  - Baltimore City Sustainability Office pilot program involving neighborhoods driving energy savings via energy captains, education and BGE programs such as Quick Home Energy Check-up
- The Maryland Energy Administration and ARRA Funds
  - Leveraging utility programs e.g. appliance rebates and Home Performance with ENERGY STAR
- Baltimore City Green and Healthy Home Initiative
- Howard County Energy Task Force and portfolio of EE programs
- Department of Housing and Community Development and PeakRewards demand response program for multi-family units
- Commission and BGE co-hosted meeting on BGE programs with social services agencies

# Most Effective Approaches For Building Trade Ally Relationships

- No one best approach - dependent on program, target market, allies, market awareness/transformation level
- Potential goals, benefits
  - Increase awareness
  - Leverage credible sources
  - Provide multiple interactions with decision makers – need to hear from different perspectives with multiple messages
  - Inform program modification
  - Avoid building own sales force
  - Expand impact by adding levels in chain e.g. distributors, manufacturers

# Additional Information

[www.BGESmartEnergy.com](http://www.BGESmartEnergy.com)

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