



# Oklahoma Gas & Electric Co.

## OG&E<sup>®</sup>

Oklahoma Gas & Electric Co. sought an interactive, online home-energy management platform to help power its Positive Energy<sup>®</sup> Smart Grid program, launched in 2008. Currently, the demand response program is being rolled out to more than 2,500 customers as part of the Norman Smart Study TOGETHER<sup>™</sup> initiative.

One of the critical goals of OG&E's Positive Energy<sup>™</sup> Smart Grid program is to empower customers to better manage their energy consumption and control costs. The program relies on Silver Spring Networks' CustomerIQ web portal to communicate energy consumption data to its customers. OG&E chose the web portal for its ability to explain time-of-use pricing and to suggest ways to cut energy consumption, eliminate waste and ultimately reduce customer bills. OG&E has rebranded the portal to [myOGEPower.com](http://myOGEPower.com)

Like many utilities, OG&E believes that the growing gap between energy demand and energy production cannot be met simply by adding power-generation resources. Instead, OG&E has developed an intense focus on wind generation, regional transmission, and a commitment to energy conservation and managing energy demand. The Smart Grid technology coupled with programs that allow customers to respond to price signals can help both the utility and customers offset upward price pressures.

### Benefits demonstrated to OG&E:

- » OG&E was able to deploy time-of-use pricing to a limited trial population in the summer of 2008. The pilot validated prior research that indicates most energy customers who want real-time information about the hourly cost of electricity will shift their usage to a different time of day to save.
- » **Customer engagement resulted in significant energy savings.** In addition, 100% of participants claim to be better aware of their energy

consumption and the price of energy as a result of the web interface and other enabling technology.

- » **Full deployment of the Smart Grid program is expected to substantially shave peak demand.** In December of 2008 OG&E estimated it could avoid building two new 165MW peaking units between now and 2016, representing a cost savings of up to \$320 million in a 10-year period.
- » **New data collected by OG&E will further improve energy delivery and maintenance service.** The more accurate load forecasts and real-time system condition information yielded by the web portal will significantly improve these operations.

### Benefits demonstrated to OG&E customers:

- » By making small changes to their behavior and surroundings, consumers participating in the pilot study saved an average of 10% to 15% compared to a standard flat rate on their monthly energy bills after three months.
- » Real-time feedback about home energy use and the fluctuating cost of that energy prompted users to shift some tasks such as clothes drying, closing blinds, increasing the use of ceiling fans and to consider the use of timers on some devices to lower-priced time periods.
- » Participants applauded the ability of the CustomerIQ web portal to equip them with the awareness and control they were lacking about their energy consumption.

