



# Rush Hour Rewards

## Residential demand response that does more.

There's an increasing need for flexible grid resources and a growing pressure for responsive, local load management. And the utility-customer relationship is more important than ever.

Nest's Rush Hour Rewards program uses customer-centric technology to help utilities build the residential demand response portfolio of the future.

## Rush Hour Rewards benefits.

### COMPLETE SOLUTION

Nest's Rush Hour Rewards program includes marketing, enrollment, dispatch and reporting. Turn-key programs with bulk device purchase, field installation and program call center are available.

### COST-EFFECTIVE

Rush Hour Rewards can leverage the large installed base of Nest Learning Thermostats and the ease of self installation to reduce program costs. Based on a Nest survey conducted between October 2015 and June 2016, 91% of customers who purchased the thermostat in retail installed it themselves. A comprehensive Nest marketing program also lowers the cost of driving program adoption.

### BETTER DATA AND ANALYTICS

Nest analyzes vast amounts of data to inform program design and to improve customer experience over time.

### LOAD REDUCTION

Deployed by 18 utilities in North America, Rush Hour Rewards on average achieves around 55% aggregate HVAC load reduction\* during events.

### HAPPIER CUSTOMERS

People love the Nest Thermostat. Events are tailored to their individual home and keep them in control. According to respondents of Nest's 2015 end-of-season Rush Hour Rewards survey, 56% of customers are actually *more* satisfied with their utility after participating in Rush Hour Rewards.

### BETTER VISIBILITY

Traditional residential DR programs with one-way communication suffer from high rates of device malfunction and removal. With Nest, you know how many devices are available to participate in each event.

ON AVERAGE  
ACHIEVES AROUND

**55%**

AGGREGATE HVAC  
LOAD REDUCTION\*  
DURING EVENTS

## The versatile DR technology investment.

- Summer, winter and year-round program designs
- Bring-your-own-thermostat, direct-install and blended approaches
- Devices can provide energy-efficiency benefits
- Thermostats are an effective platform for ongoing customer engagement

## The Rush Hour Rewards experience.

Rather than take a “one size fits all” approach with uniform cycling or temperature setback, Rush Hour Rewards treats each home differently, taking into account factors such as a home’s thermal envelope, occupancy and the local weather forecast.

### How it works.



#### GENERATING INTEREST AND ENROLLMENTS

We start with an easy-to-grasp message. Customers may not know what a kW is, but they intuitively get the idea of a rush hour. And our simple online interface makes signing up easy.



#### CUSTOMER NOTIFICATION

Notifications on the device and in the Nest app keep customers in the loop.



#### EVENT DISPATCH

The device signals that the Nest Thermostat is taking action. Behind the scenes, it runs an optimization algorithm with tailored pre-cooling and cycling, balancing load reduction and customer comfort.



#### KEEPING CUSTOMERS COMFORTABLE

Nest’s tailored approach reduces load for participating thermostats while maintaining customer comfort. Although some customers adjust the temperature on their thermostats during an event, customers who begin an event still participate in aggregate in 92% of the event. And according to a recent EnergyHub study\*\*, customers are 20% more likely to participate in a program if they can make adjustments.

## Program management and dispatch.



#### MANAGE

You can approve or reject enrollees and download a list of participating customers.



#### PLAN

Define groups based on your priorities, whether it’s feeders, substations or something else.



#### SCHEDULE

Schedule events directly through Nest or through a DRMS provider. You can dispatch an event with two hours’ notice, or within minutes for emergency events.



#### ASSESS

Post-event reporting helps you keep tabs on event performance, including participation and load reduction.

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\*Reduction as compared to a Nest-estimated baseline, which is derived from observing historical HVAC performance in relation to indoor and outdoor temperatures. Load is measured as a percentage of time an HVAC system is actively running.

\*\* EnergyHub. 24 May 2016. <<https://www.energyhub.com/blog/three-ways-opt-out-can-improve-your-demand-response-program>>

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