



# SCE's 3 Cs of Smart Thermostat Program Success

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In 2013, Southern California Edison (SCE) and Southern California Gas Co. partnered with Nest and EnergyHub to launch a smart thermostat demand-response (DR) pilot with about 3,000 customers. The goal of the program—called [Save Power Day Incentive Plus](#)—was to use smart thermostats to optimize energy efficiency and DR with customers' HVAC systems. **SCE built its program around the customer, keeping the three Cs in mind: comfort, choice, and cost.** A bring-your-own-thermostat (BYOT) program, Save Power Day Incentive Plus offers customers a \$100 rebate for the purchase and installation of a smart thermostat, along with a \$25 added incentive for enrolling in the DR program. At the end of the pilot, SCE saw a load reduction of 680 watts per household. The following year produced even better results: 780 watts per household. The program now has 43,000 participants, due mostly to the attractive \$125 incentive and SCE's deliberate marketing strategy.

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**Comfort.** SCE precools the customer's home, then ticks up the thermostat 2 to 4 degrees during the DR event. If it gets too uncomfortable for the customer, they can override the event by turning down their thermostat.

**Choice.** Now in its fifth year, the BYOT program allows customers to choose thermostats from vendors

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such as EnergyHub, Nest Labs, Simple, Venstar, Whisker Labs, and Zen Ecosystems.

**Cost.** With a \$125 bill credit, the Save Power Day Incentive Plus program offers a low enrollment cost.

Watch this video excerpt from the [2017 E Source Forum](#) where Eryc Eyl, E Source's customer experience expert, interviews David Kaintz, SCE's senior manager of new product development, about the program's design, promotion, and results.

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