



## How MD Energy Advisors Delivered Utility Solutions for a Utility

### Energy Problem

BGE, a subsidiary of Exelon, serves electricity more than 1.25 million business, government and residential customers throughout its 2,300 square-mile footprint in Central Maryland. The utility offers a rebate program that offsets costs to reduce energy consumption, but needed more boots on the ground to reach its more than 121,000 commercial and industrial (C&I) customers with this energy efficiency offering.

### Our Solution

After MD Energy Advisors (MDEA) proactively approached ICF who was contracted to administer BGE's rebate program, MDEA conducted outreach to BGE's C&I customers using less than 100,000 kWh per year. To reach the small businesses, MDEA developed a proximity strategy based on peer influence that facilitated active participation in an underperforming sector. As a result, MDEA's focus expanded to include BGE's large C&I and government customers.

“MD Energy Advisors knows how to address challenges, in the marketplace and consistently demonstrates value by delivering results that meet or exceed expectations.”



**Ronni McTier, PMP**  
PROGRAM MANAGER  
ICF INTERNATIONAL

**MD Energy Advisors makes energy choices simple.**

For more information, visit [www.mdenergyadvisors.com](http://www.mdenergyadvisors.com).

To talk to an energy advisor, call us at **888.826.1316**.