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.

“How MD Energy Advisors Delivered Utility Solutions for a Utility”

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