

Automation, Energy Use, Customer Engagement

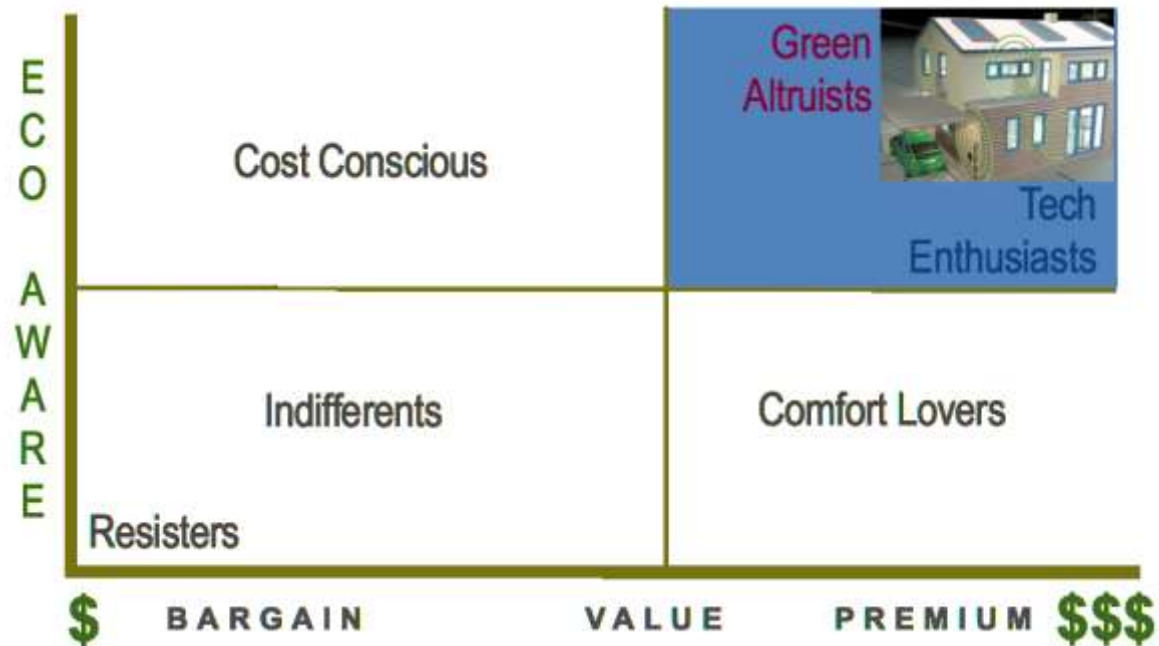
Where do we go from here?



Judith Schwartz, To the Point
PLMA Spring 2011 Conference 13 April 2011

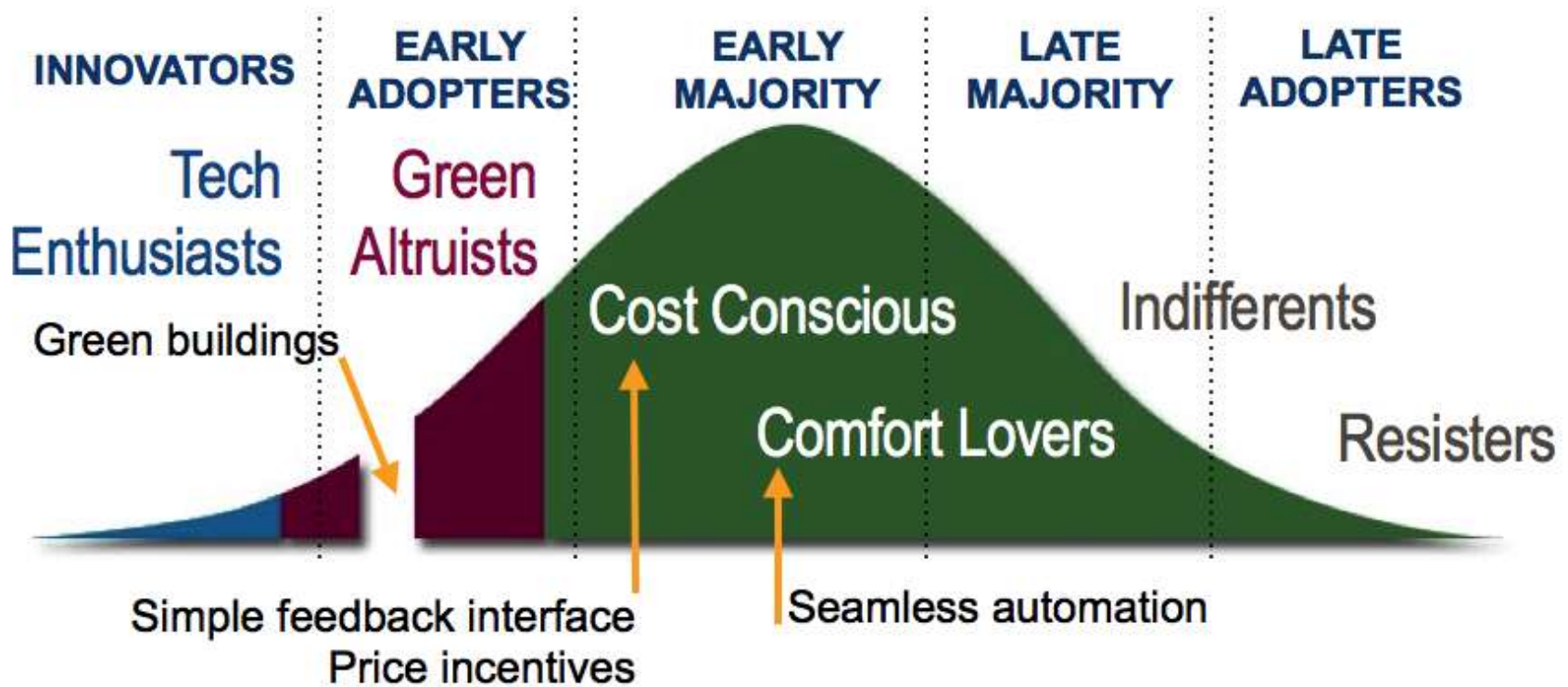
+ Consumer Segmentation: Key to successful engagement

- Motivations more predictive than traditional demographics
- Groupings persist across cultures, income levels, education
- Percentage mix varies locally
- One solution will not fit all customers



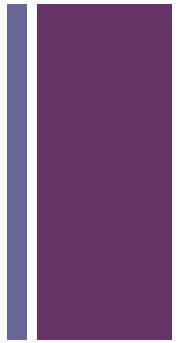
+ Mainstream adoption:

How do we cross the chasm?

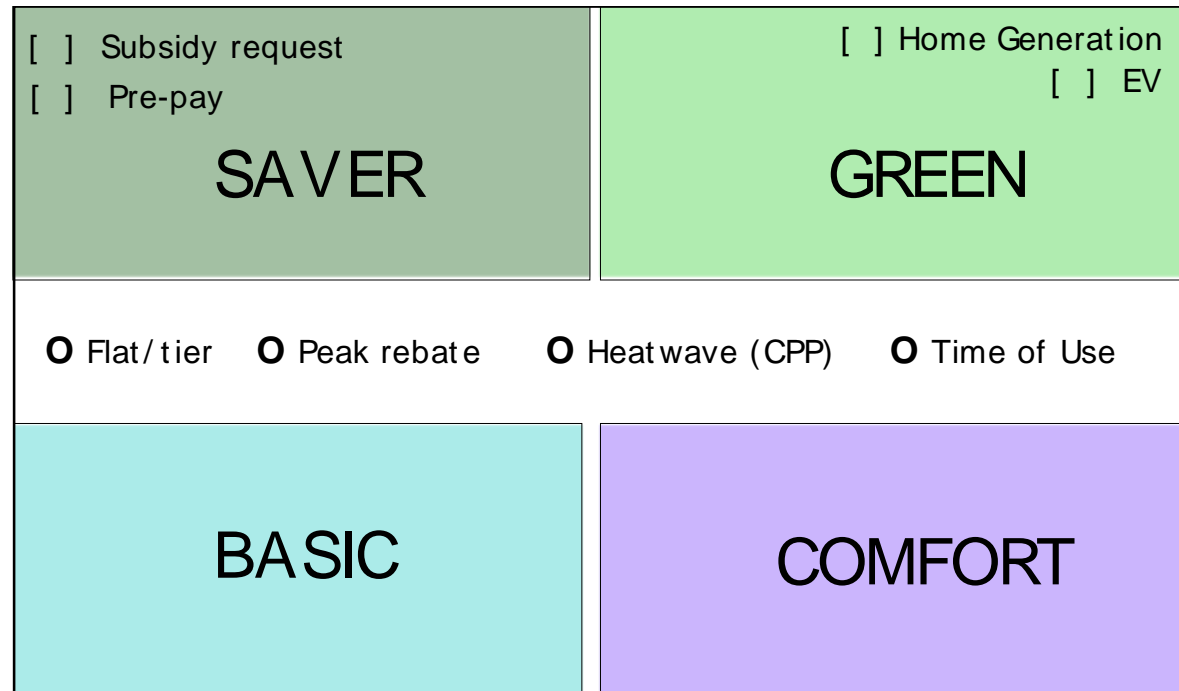




Rates and Pricing Programs: Encourage consumer choice



- Make plan options easy for customers to self-select
- Respond to different priorities among consumers
- Reflect cost of delivering service and price sensitivity
- Include financial support for education

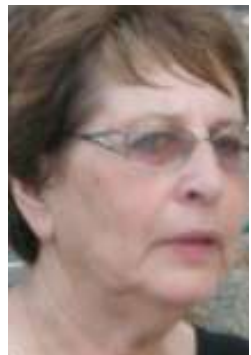


+ Feedback and Automation: No single killer app

- Gradual and varied deployments
- “Right” usage info + price signals + technology yields > results
- Interfaces for mainstream adoption not yet available
- Mutual agreement is key to automated controls

“We ignore the notices in our bill saying we use more energy than our neighbors. We’re older, we’re home all day, and we like to be comfortable. While we try to be careful, it’s not enough money to make a difference.

But if the utility asked us to adjust our AC a few degrees during hot weather emergencies we’d be glad to cooperate.”—HF, Columbus, OH



+ Multi-dimensional Outreach: Develop energy literacy

- Info from established trusted sources works best
- Successful engagement requires break down of traditional informational and organizational silos
- Cost-effective to leverage community-based groups
- Portfolio of programs and communication vehicles needed



“It’s not a commercial, it’s a series
of conversations.”
—Charles Dickerson, VP, Pepco



+ For More Information

- Judith Schwartz, To the Point, 650-906-9927
www.tothept.com
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- Smart Grid Consumer Collaborative
www.smartgridcc.org
2011 State of the Consumer Report
- National Action Plan Coalition
<http://www.demandresponsesmartgrid.org/nap-coalition>
PowerCentsDC: A model of stakeholder collaboration
National Action Plan on Demand Response
- PowerCentsDC Smart Meter Pilot Program
www.powercentsdc.org

