



SmartGrid  
consumer  
collaborative

2016

# MEMBERS MEETING & Interactive Workshop

Chicago, Illinois | September 21–22, 2016

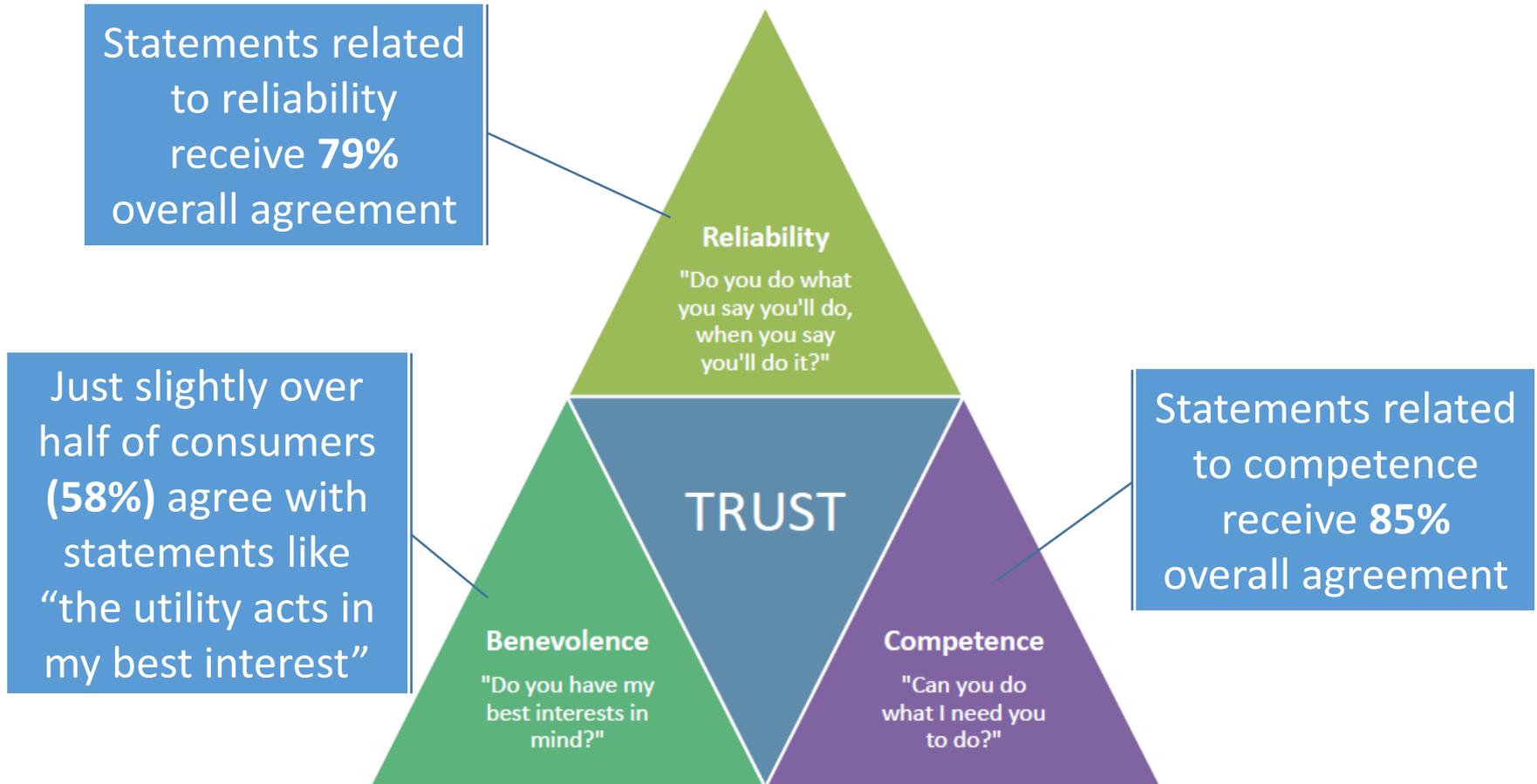
**SGCC Research Committee - Year in Review**  
**Gomathi Sadhasivan, DNV GL &**  
**Bridget Meckley, SGCC**

# SGCC conducted three major research projects and published six case studies in 2016

The Research	The Focus
<b>The State of the Consumer (2016)</b>	Evaluated consumer attitudes and behavior across 5 waves of Consumer Pulse surveys (2011-2014) and key findings in DOE's Consumer Behavior Studies
<b>The Empowered Consumer</b>	Tested consumer awareness of and interest in specific Smart Grid-enabled technologies and services
<b>Consumer-Driven Technologies</b>	Evaluated consumer attitudes and behavior around solar and EV adoption
<b>Consumer Engagement Case Studies</b>	Six reviews of customer-centric programs from a variety of utilities encouraging peak savings, BYOT (bring your own thermostat) offers, alternative pricing options and solar installation

## What have we learned?...

# Consumers continue to give utilities high marks for reliability and competence



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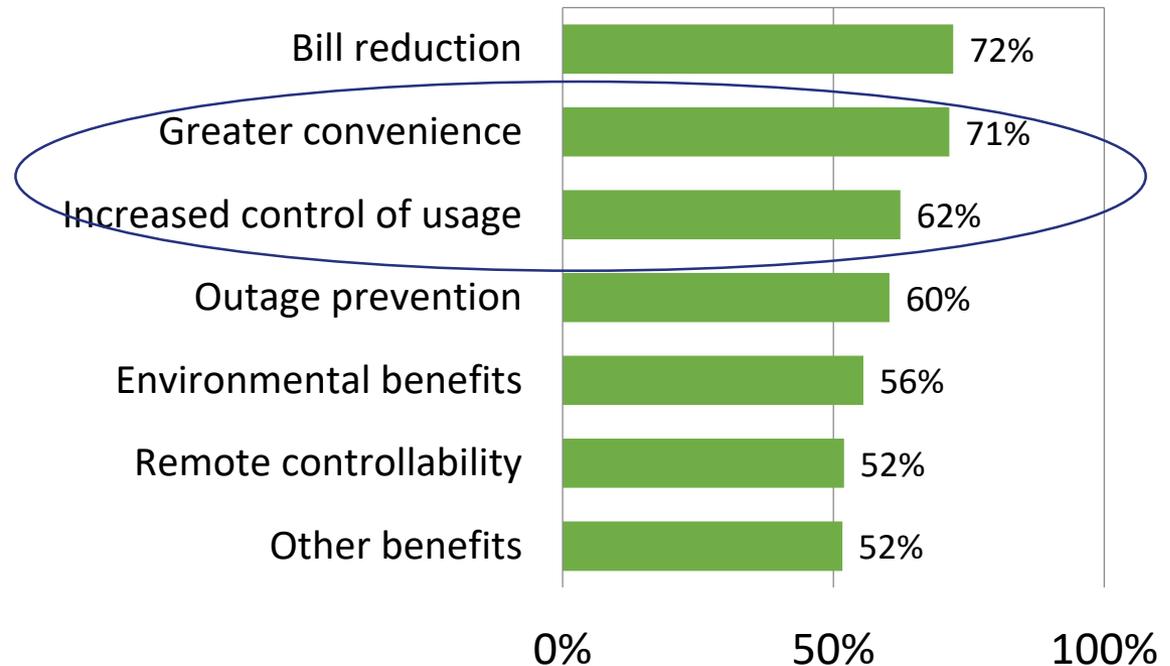
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# Consumers still look for money and time savings when they decide to participate in programs

When asked about 9 Smart Grid-enabled services & technologies, consumers ranked **bill reduction** as most important...

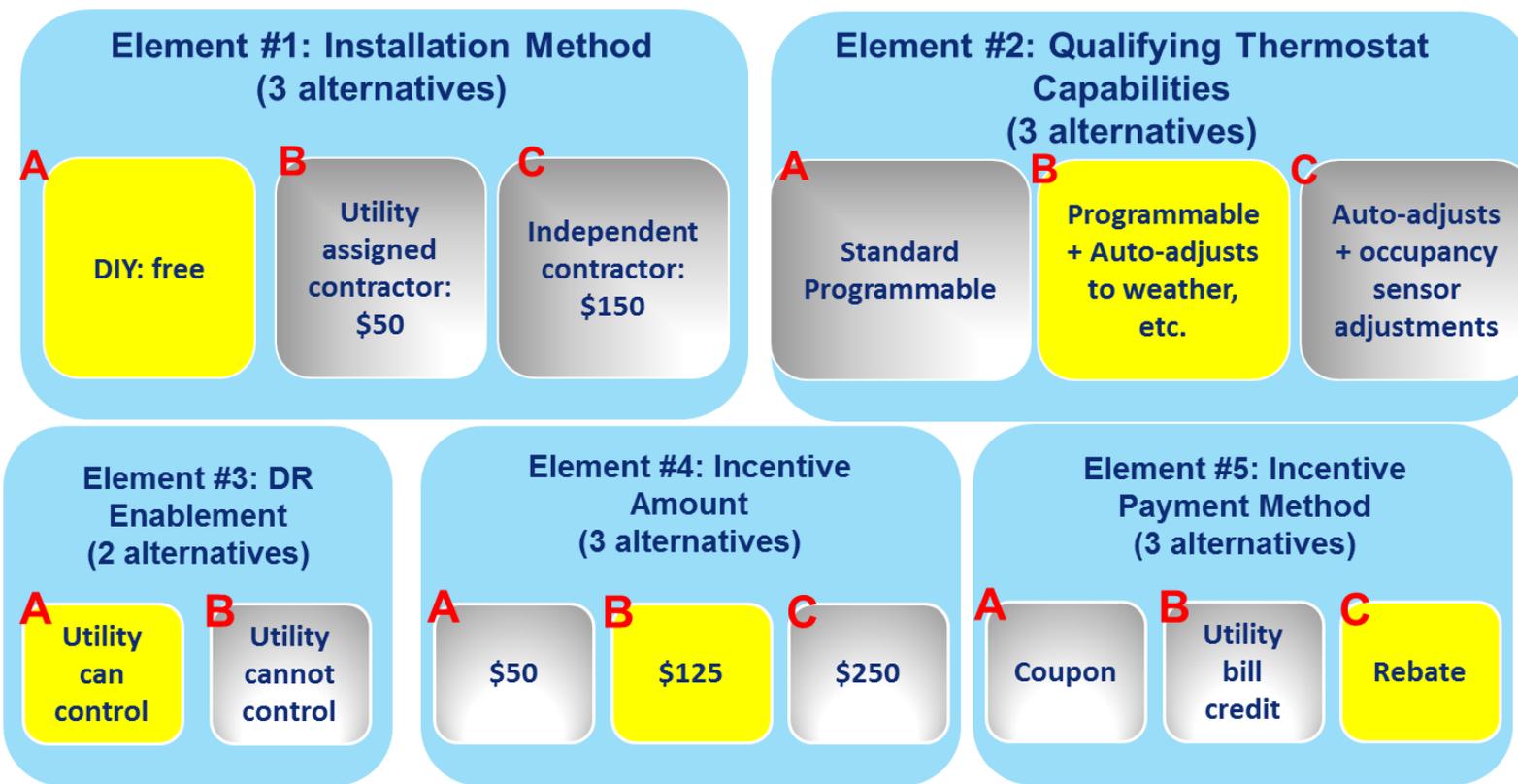
followed closely by **convenience** and **control**.

% of consumers perceiving as important



# Consumers are willing to invest to achieve their objectives

*Over half of consumers are willing to install their own smart thermostat while ceding some control to their utility in order to manage peak*



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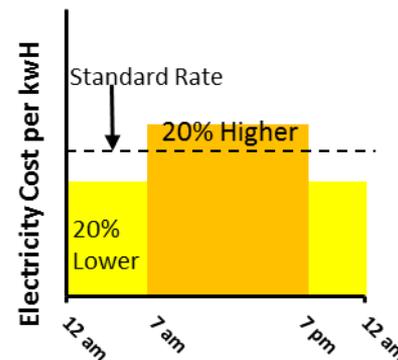
*Which Research? The Empowered Consumer & CPS and Weather Bug Case Studies*

# Consumers are also very willing to choose a time-varying rate

60% of Customers Would Choose a Time-Varying Rate Plan with the Following Qualifiers

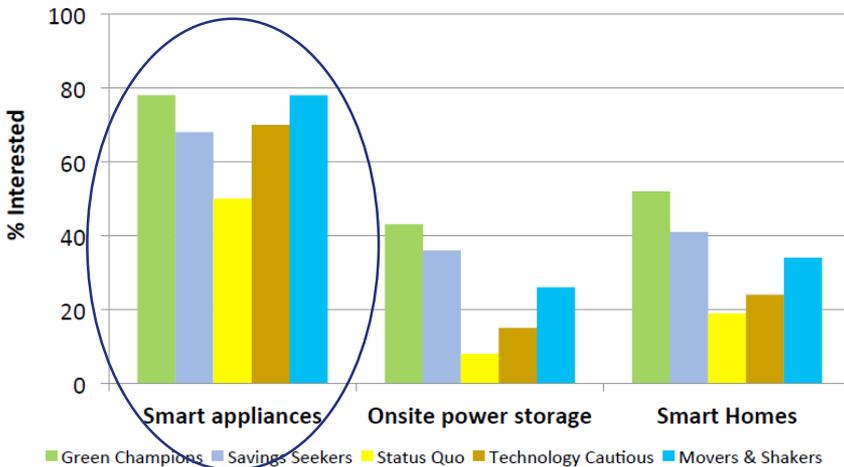


Overwhelmingly, consumers prefer modest premiums over a longer period of time, but THEY want to make the choice!

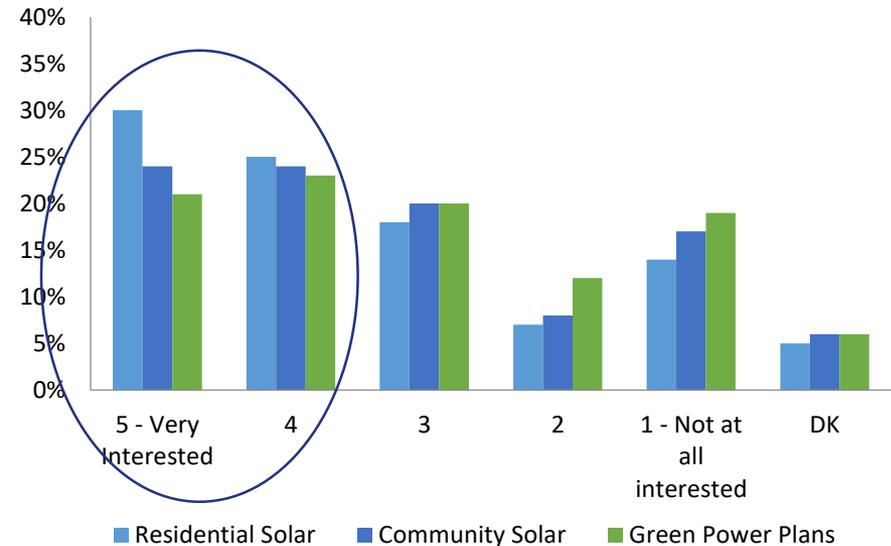


# Newer technologies provide a rich opportunity for new services

More than half of consumers are interested in Smart Appliances...



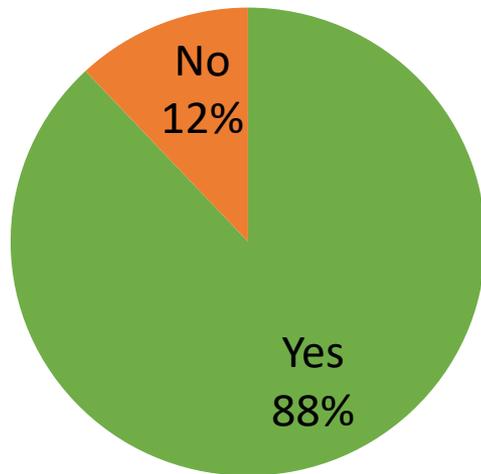
...and some type of Solar



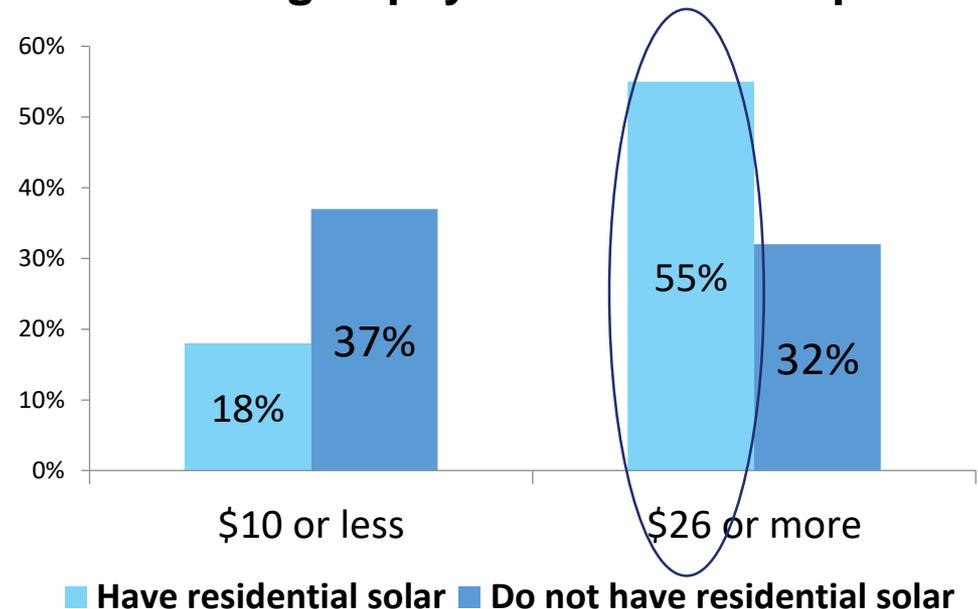
# Consumers are willing to pay for delivered value

*When asked “are you willing to pay for backup power if you need it?”...*

**88% of Respondents said “Yes”**

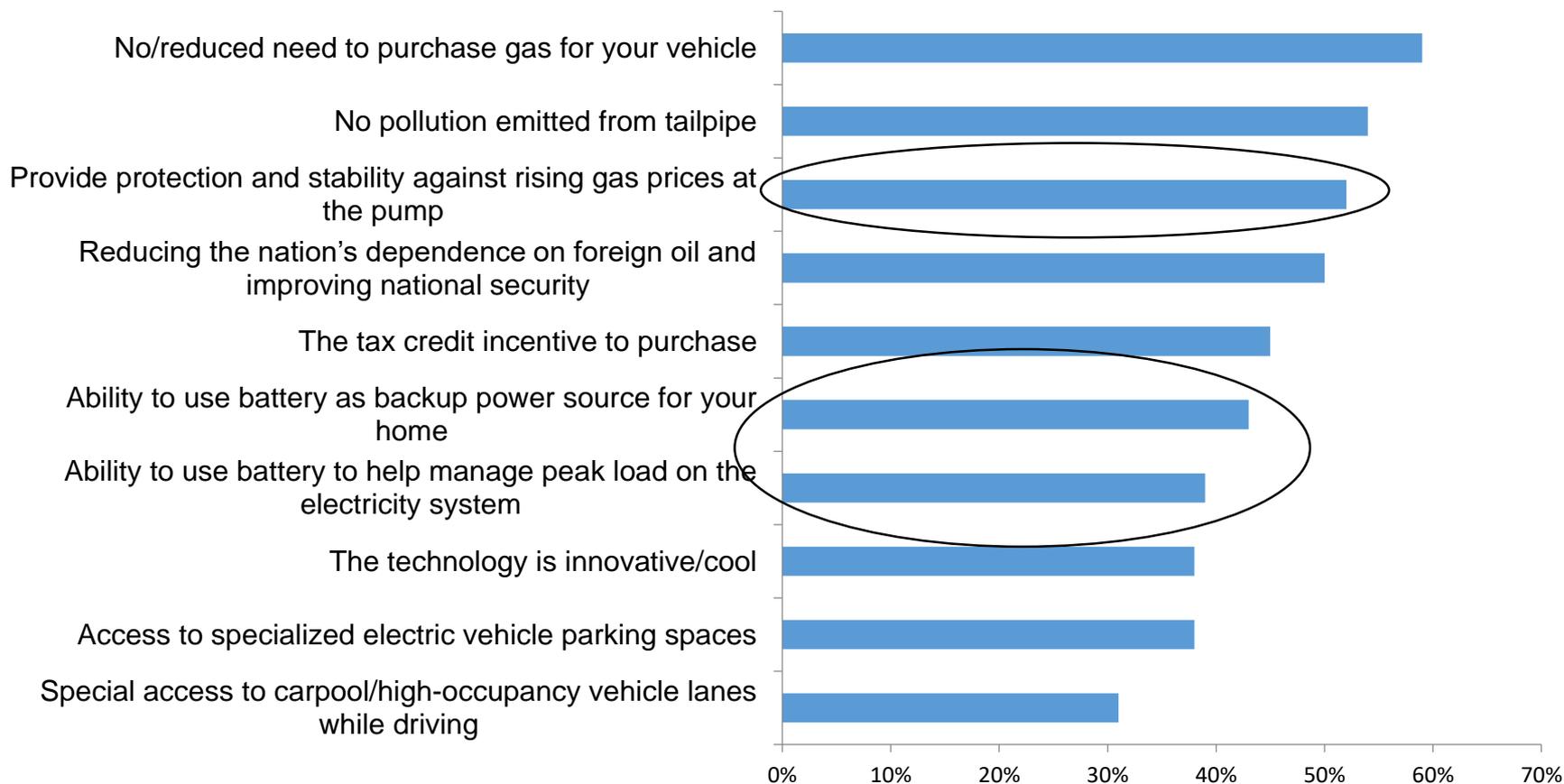


**And current solar owners perceive greater value in and are willing to pay more for backup!**



# Consumers “get” sophisticated/complex value propositions

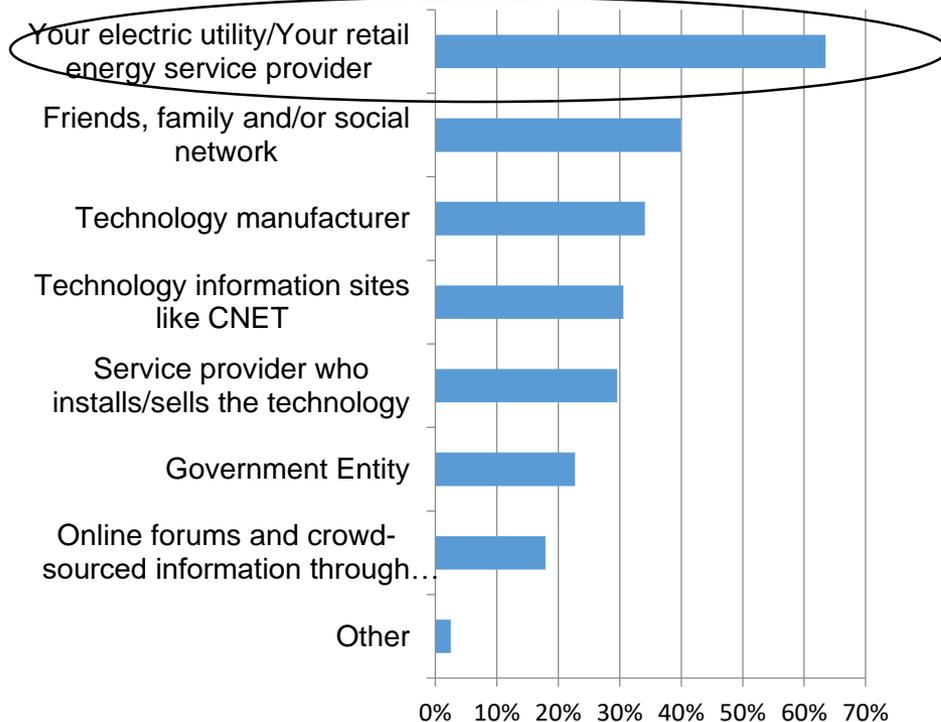
## Importance of benefits in decision to acquire EVs



Importance displayed here is %5 on a 1-5 scale where 1-Not at all important and 5-Very Important

# Utilities are the “go-to” resource for energy technologies

## Entities consumers rely on for information about technologies like solar/EVs



## Stay tuned... SGCC's Customer Experience & Expectations research is underway

- Can we describe the relationship between perceived value and consumer investment in a way that helps SGCC members understand what products and services will attract consumer participation, address consumers' values and grow engagement in ways that matter to consumers?
- Are consumers willing to be more active in managing their electricity use to accomplish their goals?
- When are options “too much of a good thing?”