DEAR MEMBERS,

2016 was a wild year on many fronts in the electricity industry. As Distributed Energy Resources continue to expand, many utilities undertook rate redesign, including a big push for demand charges from several of them. Other utilities worked for net-metering reform, while others held back and studied NARUC’s Distributed Energy Resources Rate Design and Compensation manual, that is, by all accounts, an enormous help to the industry. Controversy and attention to rate reform occurred all last year and is expected to continue in 2017.

Among the biggest moves of the year, New York’s Reforming Energy Vision (REV) began to take shape transforming distribution utilities into platform providers for an energy market at the distribution level. REV’s potential impact on enabling consumer choice and creating an animated retail market in New York is a bellwether for what the rest of the United States might do. Understanding consumers — who they are and what they want — is key to the success of REV and rate design efforts everywhere.

In 2016, SGCC successfully completed many projects with the aim of improving our understanding of consumers in the changing energy marketplace and how to better engage them in smart energy. In the first quarter, SGCC released the annual State of the Consumer Report, which built on past research to detail what consumers are thinking about and how they are engaging with grid modernization efforts.

In May, SGCC released The Empowered Consumer, which examined how the smart grid has empowered consumers and evaluated consumer propensity to adopt and participate in a variety of smart grid-enabled programs. Special attention was given to consumer interest in time-varying rates due to the heavy industry focus on rate reform mentioned above.

Later in the year, SGCC published Consumer Driven Technologies, a study that surveyed respondents on residential solar, community solar, green power plans and electric vehicles and equips stakeholders with actionable insight on consumer-producers to help the transition to the future grid.

In addition to research, SGCC’s Education & Outreach Committee completed a number of projects aimed at growing consumer awareness about grid modernization and its associated consumer benefits. The Next Innovation Video, released in October, highlighted for consumers the importance of smart grid as the next advancement in the history of technology.

As we look back and review all of SGCC’s achievements from 2016, I hope you will agree that we’ve had a productive year as you’ll see in this Annual Report. Please join us on our journey by continuing to support our efforts.

Thank you for your enduring support, insight and expertise. We could not achieve what we do without you.

With warm regards,

Patty Durand

President and CEO
Smart Grid Consumer Collaborative

@pattydurandsgcc

The Smart Grid Consumer Collaborative Board has 17 directors who represent commercial, utility and advocacy organizations along with SGCC’s President & CEO.

Jason Cigarran
Vice President, Corporate Marketing and Communications
Comverge

Liz Coyle
Executive Director
Georgia Watch

Peter K. Floyd
Partner
Alston & Bird

Luisa Freeman
Senior Principal Consultant
DNV GL

Michele Gregg
Director of External Relations
Texas Office of Public Utility Counsel

Val Jensen
Senior Vice President, Customer Operations
ComEd

Gregory Knight
Senior Vice President & Chief Customer Officer
CenterPoint Energy

Michel Losier
Director, Customer and Community Engagement
New Brunswick Power Corporation

Patty Durand
DEAR FRIENDS,

Following a successful 2016, we are setting ourselves up for an exciting new year at SGCC. With the energy landscape continuously changing and our members’ needs evolving, SGCC is working diligently to align our research and education efforts with industry demands.

Looking back at the past year, SGCC successfully completed many research and education projects in line with the organization’s mission. The Research Committee released the 2016 State of the Consumer Report and The Empowered Consumer in the first half of the year, and in the second half, published Consumer Driven Technologies and Customer Experience and Expectations. An overview of this research can be found herein.

The Education & Outreach Committee also had a productive year, which saw the release of The Next Innovation Video in October. This multimedia video highlighted the importance of smart grid as the next advancement in the history of technology and was shared extensively on social media.

For 2017, SGCC’s research and education agendas are again full of exciting projects. As always, I am looking forward to the release of the annual State of the Consumer Report, an integrated report that weaves together findings from SGCC’s 2016 research program into several key themes about the current state of the smart grid consumer — and how smart grid stakeholders can better serve that consumer.

Also noteworthy is upcoming research on millennials. Because this group often exhibits different expectations, attitudes and behaviors from prior generations, this research will help build the foundation for understanding this group of consumers.

This third edition of SGCC’s Annual Report reflects the organization’s continued commitment to accelerating the adoption of a consumer-friendly, consumer-safe and consumer-approved smart grid. Moving forward into 2017, I am proud of what SGCC has accomplished in the past year, and I am looking forward to serving as Board Chair during exciting time ahead.

Through collaboration, we achieve so much. Thank you for your continued support and membership.

Best regards,

Mark Brown

Board Chair
Smart Grid Consumer Collaborative

Senior Customer Programs Officer
Fayetteville Public Works Commission

@faypwc

Lisa Magnuson
Director, Customer Communications
Pacific Gas and Electric Company

Naomi Manley-Casimir
Director
Accenture Innovation Centre for Utilities

John D. McDonald
Smart Grid Business Development Leader – North America, Global Smart Grid Strategy Group
GE Grid Solutions

Amanda Stallings
Utility Specialist
Public Utilities Commission of Ohio

Kurt Sweetser
Vice President of Alliance Partnerships and Customer Relations
Smart Utility Systems

Chris Villarreal
Director of Policy
Minnesota Public Utilities Commission

Tim Wolf
Director of Marketing, Smart Grid Solutions
Itron

Lincoln Wood
Product Manager
Southern Company
OUR MISSION:

To serve as a trusted source of information for industry stakeholders seeking a broad understanding of consumers' views about grid modernization, electricity delivery and energy usage, and for consumers seeking an understanding of the value and experience of a modern electrical grid.
OUR VISION:

Most consumers have a broad understanding about the benefits of a modern grid, and engaged consumers are informed and have a positive experience with energy technology.

Our threefold agenda is to:

- Listen to consumers via primary consumer research
- Collaborate with stakeholders via hosted events and shared best practices
- Educate consumers via outreach and messaging toolkits

COLLABORATIVE EFFORTS:

RESEARCH COMMITTEE:
Members who are interested in shaping SGCC’s consumer research participate in the Research Committee to set SGCC’s research agenda, review detailed findings and discuss the implications and presentation of those findings to members.

EDUCATION AND OUTREACH COMMITTEE:
Members work together to improve consumer awareness and understanding of modernized electrical systems by recognizing smart grid success, expanding available resources to the industry and amplifying the smart grid benefits message to consumers nationwide.

POLICY COMMITTEE:
Members well versed in the regulatory affairs of the energy industry join together to present SGCC’s research at public policy forums and conferences to facilitate a dialogue with the end result of increasing support and investment in smart grid technologies where beneficial to consumers.

MEMBERSHIP COMMITTEE:
Well-connected industry representatives set benchmark goals for membership, establish a list of prospects and make introductions in order to support the continuous, balanced growth of SGCC’s member base.
State of the Consumer Report

The 2016 State of the Consumer Report, an integrated analysis of what SGCC knows about smart grid consumer behavior, builds off of the findings of more than 5,000 consumer surveys as well as the U.S. Department of Energy’s Smart Grid Consumer Behavior Studies.

The report highlights six key themes that together characterize today’s smart energy consumer:

**Theme 1** – Consumers are seeing the benefits of smart grid

**Theme 2** – In some important aspects, the consumer of today differs from the consumer of five years ago

**Theme 3** – Utilities need to show how they are acting in consumers’ best interests to increase trust

**Theme 4** – SGCC’s segmentation framework provides a clear continuum of consumer engagement opportunities and approaches

**Theme 5** – Consumer and industry experience indicate a path forward for smart grid-enabled pricing programs

**Theme 6** – To date, nobody has figured out the secret for engaging consumers with usage data

The Empowered Consumer

In May 2016, SGCC released The Empowered Consumer, a first-of-its-kind look at how consumers in the United States are faring post American Recovery and Reinvestment Act grant funding. The Empowered Consumer explored consumers’ awareness, preferences for and interest in nine smart energy technologies and services.

The Empowered Consumer was conducted to better understand the preferences of consumers regarding a wide range of current and emerging smart grid-enabled services and technologies. The analysis revealed actionable insights for engaging consumers and explored to what extent consumers are informed and the advantages or concerns they have about using smart energy technologies.

Two conjoint statistical analyses were conducted to provide an in-depth understanding of what consumers value in a smart thermostat program and from time-varying rate plans. This choice-based methodology simulated real-world purchasing experiences, forcing respondents to make “trade-off” decisions when evaluating features and services.

- **Time-Varying Rates: Catalyzing Behavioral Changes in Electrical Usage**
  An in-depth analysis of consumer interest in enrolling in time-varying rate plans and utilization of consumer segmentation to assure the targeted delivery.

- **Smart Thermostats: The Next Wave in Consumer Empowerment**
  An in-depth analysis of consumers’ preferences as they relate to the development of a smart thermostat program.
Customer Experience and Expectations

*Customer Experience and Expectations* seeks to understand how grid modernization and experiences with a broad range of service providers have impacted consumers’ attitudes toward their energy provider. The research was conducted as an online survey of 2,000 respondents across the U.S., and findings were analyzed in total and across five key consumer segments, three energy user profiles and four categories of technology use.

In late 2016, SGCC conducted the *Customer Experience and Expectations* research to understand how grid modernization and experiences with a broad range of service providers have impacted consumers’ attitudes toward their energy provider.

This report provides insights into the implicit calculus embedded in customer interest in various products and services, each representing different value propositions. The study also probes customers on six key touchpoints with their energy provider and uncovers customer preferences and expectations on each of these interactions. Customer perceptions of best-in-class service providers for these interactions are explored as well.

The findings from this research are framed through the following five stages of the customer lifecycle — investigate, initiate, remediate, innovate and cultivate. The report provides valuable insights within each stage of the customer-provider relationship to provide stakeholders with insights to improve customer engagement and satisfaction across all phases of the lifecycle.

Through comparing the performance of utilities with that of organizations in other industries (banks, online retailers, communications providers, etc.), the report helped highlight where utilities do well and where they can improve.

Consumer Driven Technologies

*Consumer Driven Technologies* is a study that surveyed 1,571 respondents from across the nation that addressed four distinct technologies and services: residential solar, community solar, green power plans and electric vehicles. The report equips interested stakeholders with actionable insight on the consumer producers (or “prosumers”) to help the transition to the future grid.

Through oversampling of adopters of residential solar PV and EV technologies, the study supports in-depth analysis of the motivations, concerns and experience of consumers who have recently made decisions regarding their purchase and use.

By taking a deep dive into the perceptions of early solar and EV users, the *Consumer Driven Technologies* study is able to provide energy leaders with timely and critical data to help them envision and execute a modernized grid — one that is best able to implement clean, renewable energy for the 21st century.
Customer Engagement Success Stories

The six case studies collected in 2016 by the Smart Grid Consumer Collaborative spotlight how smart grid deployments by utilities have engaged consumers to enable them to match the energy they use with their needs and lifestyles. In every case, the engagement strategies and tactics employed by the utilities have led to behavioral change as customers have actually reduced their electricity bills.

**CPS Energy** is helping customers increase their energy efficiency through their My Thermostat Rewards Program. Participants agree to allow CPS Energy make adjustments to their thermostats during Conservation Events in exchange for a free Honeywell Programmable Thermostat installed ($300 value) or a one-time $85 bill credit if they opt to install their own unit.

**CenterPoint Energy**, working with **WeatherBug Home's BYOT Program**, offers its customers two free services. They are fine-tuning homeowners’ thermostat schedule every morning based on a 24-hour weather forecast, equating to an average annual savings of $100 per customer. They are also providing homeowners with a monthly report assessing their home HVAC system with targeted tips to make energy-saving improvements.

**Snohomish County Public Utility District (SnoPUD)** has installed more than 5 MW of clean renewable power since 2009. Through their Solar Express Program, customers looking to install grid connected PV panels on their property receive financial incentives and support.

When **Baltimore Gas & Electric Company (BGE)** installed smart meters throughout their service area, the company began a journey of increasing customer engagement. That journey has been marked by a coherent strategy that engages customers while it balances demands on support systems within the company.

As **Pepco** installed smart meters throughout their service area in Maryland, customer engagement and satisfaction were held as central tenants that would influence the success of their programs. Empowering consumers with the tools to manage their energy usage, Pepco offers “two ways to save.”

As part of ARRA, **Sacramento Municipal Utility District (SMUD)** was awarded funding to participate in the U.S. Department of Energy Consumer Behavior Studies. Through their SmartPricing Options Pilot Program, SMUD tested the effects of dynamic pricing and enabling smart grid technologies on peak load shaving, energy conservation, and customer satisfaction.

**RESOURCE LIBRARY**

Ensuring that our members are always the first to know about new trends in consumer engagement, SGCC routinely updates and adds new resources to the SGCC Resource Library.

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**THE NEW ENERGY CONSUMER: THRIVING IN THE ENERGY ECOSYSTEM**

**Lifting the High Energy Burden in America’s Largest Cities: How Energy Efficiency Can Improve Low Income and Underserved Communities**

**GOT DATA?**

The Value of Energy Data Access for Consumer Advocates
SGCC’S MEMBERSHIP BASE STANDS AT 125 MEMBERS

Accenture
ACEEE
Aclara
AEP
AEP Energy
Allconnect
Alliance to Save Energy
Alston & Bird
Ameren Illinois
American Municipal Power
Arizona Public Service Company
Avista Utilities
Bidgely
Brookhaven National Laboratory
California Public Utilities Commission
CenterPoint Energy
Citizens’ Utility Board of Oregon
CLP Power Hong Kong Limited
Colorado Public Utilities Commission
ComEd
Commonwealth of Massachusetts DPU
Converge
Con Edison
Dalitote
Direct Energy
DNV GL
Duke Energy
Duquesne Light Company
Electric Cities NC
Electric Power Research Institute
Elevate Energy
Energate
Energetics
Energy
Environmental Defense Fund
FirstEnergy Corporation
Future of Privacy Forum
GE Grid Solutions
Georgia Institute for Technology
Georgia Watch
Green Button Alliance
GridWise Alliance
Groundwork San Diego
Illinois Citizens Utility Board
Illinois Science & Energy Innovation Foundation
Itron
Landis+Gyr
Lawrence Berkeley National Laboratory
MeterGenius
Michigan Public Service Commission
Minnesota Public Utilities Commission
National Institute of Standards and Technology
National Renewable Energy Laboratory
Natural Resources Defense Council
NETL – Smart Grid Implementation Task Force
New Brunswick Power Corporation
New Hampshire Office of the Consumer Advocate
North Carolina State University
North Carolina Sustainable Energy Association
North Carolina Utilities Commission Public Staff
Office of People’s Counsel DC
Office of the Ohio Consumers’ Counsel
Ohio Partners for Affordable Energy
Oklahoma Gas & Electric
Pacific Gas and Electric Company
Pacific Northwest National Laboratory
PayGo
Peak Load Management Alliance
Pecan Street Project
PECO
Pepco Holdings, Inc.
Public Service Company of New Mexico
Public Service Enterprise Group
Public Utilities Commission of Ohio
Public Utility Commission of Texas
Purdue University
Research Into Action
Silver Spring Networks
Smart Electric Power Alliance
Smart Grid Northwest
Smart Utility Systems
Southeast Energy Efficiency Alliance
Southern California Edison
Southern Company
Southface Energy Institute
Southwest Energy Efficiency Project
Southwest Research Institute
State of Connecticut Office of Consumer Counsel
Tendril
Texas Office of Public Utility Counsel
The Greenlining Institute
The Energy Authority
The Nature Conservancy
Twenty First Century Utilities
University of Southern California
Utility Consumers’ Action Network
Vermont Energy Investment Corporation
WeatherBug Home
Westar Energy
Xcel Energy

MUNICIPALS/CO-OPS
Alameda Municipal Power
Austin Energy
Benton PUD
Choptank Electric Coop
Chugach Electric Association
City of Fort Collins
City of Ukiah EUD
City Utilities of Springfield
Colorado Springs Utilities
Columbia Water and Light Department
CPS Energy
Electric Power Board of Chattanooga
Eugene Water & Electric Board
Fayetteville Public Works Commission
Gainesville Regional Utilities
Great River Energy
Idaho Falls Power
Memphis Light, Gas and Water
Middle Tennessee EMC
Mid-Carolina Electric Cooperative
Riverside Public Utilities
Snohomish PUD
Southern Maryland Electric Cooperative
Tri-County Electric Cooperative
Wilson Energy
NEXT INNOVATION VIDEO

First, there was the wheel. Then, the rotary phone. Now, the smart grid to bring electricity delivery into the 21st century.

With the release of the Next Innovation Video in October, Smart Grid Consumer Collaborative sought to educate and excite consumers about the benefits of modern-day advancements being made to the electric grid. The video puts into perspective what a monumental time this is in the history of human innovation by displaying a timeline of the inventions that led up to it.

Created by Pacific Media for SGCC, the multimedia production includes colorful and eye-popping animation to show how the smart grid is revolutionizing the way we live. The video begins with a caveman inventing the wheel and helps the viewer see the progress of energy use from fire to coal and steam. It ends with current energy innovation with renewables and connected high-speed communications.

During the four-minute presentation, viewers discover many consumer benefits of smart grid, including more choice, control and savings. They learn how smart grid is helping utility companies restore power outages more quickly and see how a smarter grid is a cleaner grid by putting into perspective what a monumental time this is in the history of human innovation by displaying a timeline of the inventions that led up to it.

The video was shared by many SGCC members and viewed by thousands of consumers on YouTube and Facebook.
SGCC’s Policy Committee is comprised of members from across the smart energy industry who are well versed in the regulatory affairs of the energy industry.

In 2016, SGCC made great strides to engage more with public policy stakeholders. SGCC staff has shared primary consumer research with commissioners and staff across the country through workshops, webinars and public forums. The goal of these research presentations is to facilitate a dialogue with the end result of increasing support and investment in smart energy technologies where beneficial to consumers.

It is important to note that SGCC will not engage in advocacy of any kind. Rather, efforts are meant to ensure that SGCC research informs policymakers and regulators at the most helpful possible point in decision-making affecting consumers.

Listed below are the presentations and workshops where SGCC’s consumer research was shared in 2016:
- Illinois Commerce Commission
- National Association of Regulatory Utility Commissioners (NARUC) Electricity Committee
- Minnesota Public Utilities Commission
- National Association of State Energy Officials (NASEO)
- Northwest Power and Conservation Council
- New England Conference of Public Utility Commissioners (NECPUC)
- Georgia Public Service Commission

In 2017, SGCC will continue to share its consumer research with policy stakeholders at the following forums (and others to be announced):
- Michigan Public Service Commission
- Public Utilities Commission of Hawaii

**OUR POLICY WORK**

**How Are The Program Expenses Allocated?**

- Program Expenses: 75%
- Research: 45%
- Collaboration: 32%
- Education: 22%
- Fundraising Expenses: 10%
- Administrative Expenses: 15%

**Where Does Your Money Go?**

**BY THE NUMBERS**

- Collaborative: 32%
- Education: 22%
- Research: 45%
2016 CONSUMER SYMPOSIUM
With over 100 attendees present for the sixth annual event, members participated in an interactive Snake Pit session, engaged with thought leaders and industry experts and shared insights with peers at power networking opportunities.

2016 MEMBERS MEETING
The annual two-day meeting was hosted by ComEd and was attended by more than 85 SGCC Members. A highlight of the event included an opportunity for members to tour the Smart Energy Hub at the ComEd Chicago Training Center. The meeting focused on gaining alignment around the consumer value proposition for the smart grid.

AUDIENCE PROFILE FOR SGCC EVENTS
- Over 100+ key decision makers in attendance
- Unique industry reach: utilities, consumer advocates, industry media, technology providers and research groups
- More than 50 percent of attendees are director level and above

2016

JANUARY

FEBRUARY

March

April

May

June

July

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

CONFERENCE APPEARANCES
To continue to build awareness and momentum around SGCC’s consumer research, educate attendees on the latest consumer findings and make contacts with membership prospects, in 2016, SGCC presented at 27 conferences and workshops across the country.

A few of the top-tier energy conferences where SGCC was represented were:

- DistribuTECH
- 2016 Smart Energy Summit
- EPRI Advisory Meeting
- Zpryme’s Energy Thought Summit
- ARPA-E Energy Innovation Summit
- Smart Cities Policy Session
- Customer Engagement Strategies Workshop Hosted by CPS
- SEPA 51st State Initiative
- 17th PLMA Spring Conference
- Landis+Gyr Exchange
- Minnesota Public Policy Workshop
- DOE Grid Modernization Summit
- Grid Edge World Forum
- Municipal Smart Grid Summit
- National Town Meeting on Demand Response and Smart Grid
- Smart Cities Week
- The Smart Grid Customer Education Symposium
- Comverge Demand Innovation Conference
- Utility Analytics Week
- Rural Smart Grid Summit
- PLMA Conference
- NARUC Annual Meeting
SGCC works tirelessly to position itself as a thought leader within the smart energy industry and works to ensure that its research and findings are utilized by the community at large.

**MEDIA HIGHLIGHTS FROM 2016:**

**Electric Light & Power**
- Time-Varying Rates

**Public Power Daily**
- Utilities can make solar, EV adoption easier for interested customers

**Smart Grid Today**
- SGCC publishes 3 new smart grid case studies

**Public Power Daily**
- Public power utilities set example for smart grid implementation

**Electric Light & Power**
- Smart Grid Consumer Collaborative: The Empowered Consumer

**energycentral.**
- Utility Customers Love Money as an Incentive (and it won’t cost you as much as you think)

**Transmission & Distribution World**
- Consumer Awareness for Smart Energy Services and Technologies at an All-Time High

**Public Power Daily**
- Survey indicates strong interest in smart thermostats, time-of-use rates

**Metering & Smart Energy**
- U.S. consumers highly knowledgeable on smart energy tech – survey

**Smart Grid Today**
- SGCC: Research finds consumers ready for change

**ElectricityPolicy.com**
- What do today’s consumers really want from the smart grid?

**Transmission & Distribution World**
- Top 5 Things Consumers Want From Their Energy Providers

**Los Angeles Times**
- Irvine’s Smart Utility Systems Wins Industry Award

**Michigan Chronicle**
- DTE wins Customer Excellence Award

**KTAR News 92.3 FM**
- Plugging in: Phoenix ranked among friendliest cities for electric vehicles

**Utility DIVE**
- Report: Customer engagement for utilities still elusive

**g.t.m.**
- Here’s What American Consumers Think About the Smart Grid in 2016
WEBSITE GROWTH

Since it first launched in 2013, SGCC’s consumer-oriented website, whatissmartgrid.org, has been visited by more than 131,000 consumers wanting to learn more about smart grid technologies. In 2016 alone, the website saw over 68,000 users.

SOCIAL MEDIA GROWTH

SGCC’s social media presence has expanded significantly, with growth across all platforms and increased engagement with consumers. Each social channel supports SGCC’s promotion of smart grid consumer research and educational materials.

A DIGITAL OUTLOOK

Energy Analytics: Keeping up with Customer Expectations
Consumer Driven Technologies
AMI Playbook: Continuing to Deliver Customer Value with AMI
After the Smart Grid, What’s Next?
What Smart Grid Means for Current Environmental Discussions
DataGuard: Energy Data Privacy and Security
Connected Consumers: Bringing the IoT to Life
ENGAGING TODAY’S EMPOWERED CONSUMER

PEER CONNECT, THOUGHT LEADERSHIP AND RESEARCH BRIEF WEBINARS

SGCC continued to hold thought leadership webinars to provide a friendly forum to hold discourse around topics selected by members. In 2016, SGCC conducted 11 webinars, reaching 573 industry stakeholders.
Since its founding in March 2010, Smart Grid Consumer Collaborative has laid the groundwork for partnerships and set the stage for a consumer-safe, consumer-friendly and consumer-approved modern electric grid in the U.S.

RESEARCH

Throughout 2017, SGCC will release new research that explores a variety of topics across the smart energy industry.

In January, SGCC will publish the 2017 State of the Consumer Report. Drawing heavily from 2016’s The Empowered Consumer and Consumer Driven Technologies research, the 2017 State of the Consumer Report will discuss how to effectively engage consumers through smart grid-enabled programs and technologies.

In Q2, SGCC will release the sixth wave of SGCC’s flagship Pulse series of nationally representative consumer telephone surveys. Pulse Wave 6 will update SGCC’s groundbreaking consumer smart grid segmentation framework, focusing on presenting this information in a way that is actionable by members. This survey will also track the progress that industry stakeholders are making in building awareness and favorability of the smart grid.

The second quarter will also feature the Spotlight on Millennials. Because this group, soon to be one of the largest groups of energy consumers, often exhibits different expectations, attitudes and behaviors from prior generations, this research will help build the foundation for understanding this group of consumers. SGCC will examine expectations, values and how these consumers would like to engage in energy management.

Later in the year, SGCC will publish Consumer Platform of the Future, SMB and Non-Residential Customers and Renters’ Consumer Pulse — a deep dive into the preferences and motivators that drive renter interest and adoption, contrasting these with home owners given similar opportunities.

EDUCATION & OUTREACH

In 2017, SGCC will continue to grow consumer awareness about grid modernization and its associated consumer benefits. In Q1, SGCC will release the updated Consumer Value Proposition, a consistent narrative on the promise of the smart grid to the industry and consumers, as well as present its 2017 CLEAR Awards at the Consumer Symposium.

SGCC will lead an initiative in the spring and summer to raise awareness on the benefits of grid modernization through member support of the Consumer Value Proposition messaging and a media campaign in both trade and national outlets.

SGCC will also release an interactive resource map that will define the Internet of Things for media and consumers, produce a consumer education best practices guide and continue to develop its digital tools on whatissmartgrid.org.
Working for a consumer-friendly, consumer-safe smart grid

SGCC's mission is to serve as a trusted source of information for industry stakeholders seeking a broad understanding of consumers' views about grid modernization, electricity delivery and energy usage, and for consumers seeking an understanding of the value and experience of a modern grid.

Join @ www.smartgridcc.org

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