

The Value of Membership



Since its founding in March 2010, Smart Energy Consumer Collaborative has laid the groundwork for partnership and set the stage for a consumer-safe, consumer-friendly and consumer-approved modern electric grid in the U.S.

See what your fellow industry leaders have accomplished by virtue of their investment and collaboration.

Activities	Past Achievements	2018 Initiatives
<p>Shared-Cost Research</p>	<p>2017 State of the Consumer Report: Drawing heavily from 2016 research projects, the 2017 <i>State of the Consumer</i> report provided an up-to-date look at U.S. energy consumers.</p> <p>Consumer Pulse: Wave 6 Market Segmentation Study: The sixth wave of SECC's flagship series of U.S. energy consumers found that the majority of consumers are now familiar with the smart grid.</p> <p>Consumer Pulse: Focus on Seniors: This analysis helped stakeholders understand seniors' awareness, preferences and opinions of the smart grid and related programs.</p> <p>Spotlight on Low Income Consumers, Part I & II: SECC conducted two national telephone surveys focusing on the experience low-income consumers have with the smart grid.</p> <p>The Empowered Consumer: The <i>Empowered Consumer</i> examined how the smart grid has empowered consumers and evaluated their propensity to adopt and participate in a variety of smart grid-enabled programs.</p> <p>Customer Experiences & Expectations: SECC explored how the smart grid has changed consumer's attitudes toward their energy provider, while providing new insights into what products & services consumers expect to see.</p> <p>Spotlight on Millennials: Now the largest generation in the U.S., this report showcased the unique needs and wants of millennials as energy consumers.</p> <p>Spotlight on Renters: Renting in the U.S. is at its highest level in 50 years. This report looked at the specific energy needs and wants of this important cohort.</p>	<p>2018 State of the Consumer Report: Drawing from 2017 research, this annual report will cover how to effectively engage today's consumers and how to seize emerging opportunities among millennials and renters with smart grid-enabled programs.</p> <p>Demographic Focus: A New Look at Low Income: This research will take a fresh look at low-income consumers' attitudes about and interest in energy programs and will provide insights on low-income communications and program design.</p> <p>Consumer Platform of the Future: This innovative research will look at the emergence of digital energy platforms and what consumers really want from these offerings.</p> <p>Small and Medium Businesses: To date, SECC's research has focused solely on residential consumers, but this groundbreaking research will building a foundation for defining the needs, attitudes and behaviors of SMB customers.</p> <p>Consumer Values: This research will look at consumers' understanding of "smart energy" and will provide new insight into potential programs and services that can benefit stakeholder-customer relationships.</p> <p>Data Analytics: This research will explore the wealth of data currently available to service providers and consumers and look for ways to extract value from both consumer and operational data.</p>

Join us now at smartenergycc.org to learn more or email us at membership@smartenergycc.org

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<p>Library of Case Studies and Best Practices</p>	<p>Excellence In Customer Engagement Report: A comprehensive analysis identified best practices for smart grid consumer engagement based on real-world findings from 20 mature AMI projects around the country.</p> <p>Resource Library: Over 200,000 people have visited SECC's industry website, which houses our resource library, case studies and member tools.</p> <p>Smart Grid Consumer Standards: In 2015, SECC published an online guidebook on smart grid consumer standards covering consumer information standards, demand response standards, solar and other distributed energy resources, electric vehicles and further information.</p>	<p>Resource Library: With over 400 resources and growing, SECC's Resource Library is an easily searchable index of research, white papers, fact sheet, videos and more related to smart energy topics.</p> <p>Customer Engagement Success Stories: SECC will continue to add to its library of 17 case studies on customer engagement successes in smart energy programs.</p> <p>Best Practices Awards SECC will launch a new awards program, the Best Practices Awards, which will recognize five electricity providers with leadership in customer centricity.</p>
<p>Industry Collaboration</p>	<p>Peer Connect and Research Brief Webinars: SECC hosts monthly webinars for industry stakeholders to learn from and engage with each other on important topics such as consumer standards, energy storage, net metering and consumers' use of energy data.</p> <p>Conference Participation: In 2017, SECC presented at 21 major energy conferences across the country. In addition, SECC presented at several policy meetings and as part of industry webinars.</p> <p>Membership: During 2017, SECC grew to its largest size to date of 143 members, indicating that people find value in the research and educational materials SECC produces as well as the opportunity to collaborate with peers across the industry.</p>	<p>Conference Participation: SECC plans to have staff or board representation at the majority of relevant energy industry events, using panels at major conferences as a platform for research unveilings.</p> <p>Membership: In 2018, SECC will aggressively increase membership nationwide with utilities, technology companies and nonprofit affiliates.</p> <p>Policy: In 2018, SECC will continue to present its consumer research findings at policy forums across the country.</p>
<p>Education and Outreach</p>	<p>Consumer-Facing Website: Attracting more than 200,000 unique visitors since its launch, whatissmartgrid.org hosts monthly blogs, interactive content and other resources to educate consumers on changes in the world of energy.</p> <p>Stop Smart Meters Response Campaign: SECC supported an initiative to address minority opposition to smart meters by refuting misinformed arguments about RF waves, privacy and security.</p> <p>Consumer Information Kit and Videos: SECC expanded its consumer-facing library to nine fact sheets and nine short videos addressing smart grid-related topics.</p> <p>The Next Innovation Video: SECC released a mixed-media video to illustrate the importance of smart grid as next advancement in the history of electricity and technology innovation.</p> <p>CLEAR Awards for Consumer Engagement: SECC annually awarded the top utility, nonprofit and vendor with the best customer engagement/education initiatives. To be succeeded by the Best Practices Awards in 2018 and beyond.</p> <p>Consumer Value Proposition: SECC released a communications toolkit to help utilities and other stakeholders effectively communicate the benefits of the smart grid to consumers.</p>	<p>State of the Consumer: Actionable Takeaways: This white paper will capitalize on takeaways from the 2018 <i>State of the Consumer</i> report and provide insights on how to effectively engage consumers, including examples of who's getting it right.</p> <p>The Evolving World of Energy: What's Next? This future-oriented fact sheet will focus on the emerging grid and exciting innovations and will illustrate changes in consumer energy usage, payment and delivery.</p> <p>Electric Vehicle Facts: This new fact sheet will address common consumer concerns around EVs, explore common EV misconceptions and illustrate how and where to find public charging stations.</p> <p>Internet of Things Toolkit: We will expand on the IoT infographic published in 2017 by adding downloadable and interactive content, including images, quotes, resources and real-life examples.</p> <p>90-Second Consumer Videos: We will expand the reach of the new energy innovations and EV fact sheets by translating each topic into 90-second videos for YouTube and Facebook.</p> <p>Direct-to-Consumer Materials: We will develop a library of consumer materials from utilities that address common topics like EVs, outages and demand response.</p>

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