



2017

MEMBERS MEETING & Fall Workshop

Austin, Texas

September 13-14, 2017

SGCC Year-In-Review

Key Takeaways from Research and Education

Presenters



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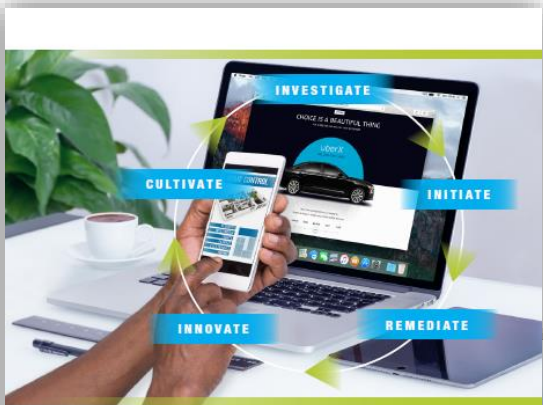


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Research & Education Resources



Customer Experience & Expectations

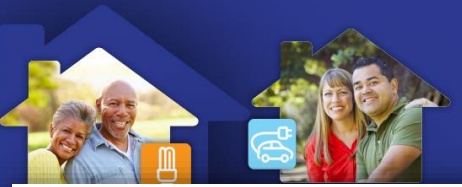


DECEMBER 2016

2017 State of the Consumer Report

Consumer Pulse and Market Segmentation Study—Wave 6

June 2017



SPOTLIGHT ON Millennials

AUGUST 2017

Smart Cities: We're All In This Together

Creating livable, sustainable cities is a major challenge of the 21st century as an increasing amount of the world's population resides in urban areas. According to the United Nations, currently half of the world's population lives in cities. By 2050, the UN projects, two-thirds of the world's 9.7 billion people will dwell in cities.

Consider the benefits already being realized by various cities pursuing different smart city improvements:

- **Providing universal internet access, saving citizens money.** New York's LoLoNYC program is transforming 7,500 former payphones into communication hubs offering free gigabit-speed Wi-Fi for internet access, phone charging and national calls, paid for by advertising.
- **Creating better-paying, skilled jobs by implementing smart technologies.** Chattanooga modernized its grid, reduced power outage and offered its citizens high-speed internet service. A university study showed these improvements created at least 2,800 new jobs, attracted new businesses and provided an \$80.3 million boost to the local economy.
- **Streamlining city services for quality of life and economic growth.** San Jose is using air, sound and climate sensors to feed an internet-based platform. It focuses on improvements to public safety, transportation, public health, energy use and economic growth. The city is sharing best practices and lessons learned with other cities.
- **Reducing urban impacts on the environment.** Boston's solar-powered benches enable citizens to charge their cell phones in public. They also provide local environmental data that is used to improve Boston's livability.
- **Improving public transportation to aid efficient mobility and reduce traffic.** Cities are integrating intelligent transportation management software and roadway sensors that monitor freeway conditions and can re-route public transit when necessary. New transportation apps are being developed for trip-planning, navigation and smart parking. Trip-planning apps enable users to find the quickest route to get where they're going on public transit. Navigation apps display real-time traffic and point drivers to less congested routes. Smart parking apps help drivers find open spots, reducing time spent circling downtown blocks.

What is a "smart city"?

A "smart city" is a city that harnesses digital technology and intelligent design to create a sustainable city. Services like power or public safety are smarter, efficient and provide for a high quality of life for citizens. A smart city does this by collecting data from phones like street lights, building sensors and from citizens in their interactions with city services. It would share operational data across city agencies to reduce costs and improve efficiencies. Finally, it would communicate that data to city analysts to make city services more efficient and responsive to citizens' needs. The goal is to improve the quality of life for city residents and streamline city operations.

"Nearly 80% of Americans already live in urban areas."
— U.S. Census Bureau



Effective Communication with Consumers on the Smart Grid Value Proposition

Smart Grid Consumer Collaborative 2016 Survey of American Consumers

control | reliability | environmental | couldn't meet customer | savings | saving money | economical | dependable service | energy efficiency | better pricing options | reduce power outage | promote energy efficiency | informed | control | spreads tips, news, forecasts | manage smart devices | enhance your power quality | make your energy | increase reliability | knowledgeable | enable your power quality | make your energy

CLEAR CONSUMER EDUCATION Awards

listen, educate, collaborate

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Research Deliverables

Customer Experience & Expectations



2017 State of the Consumer Report

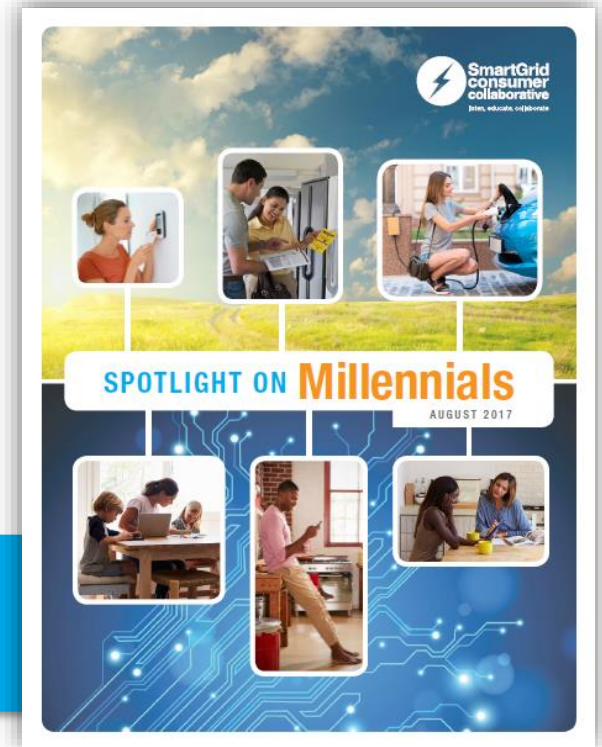


Consumer Pulse and Market Segmentation Study—Wave 6
June 2017

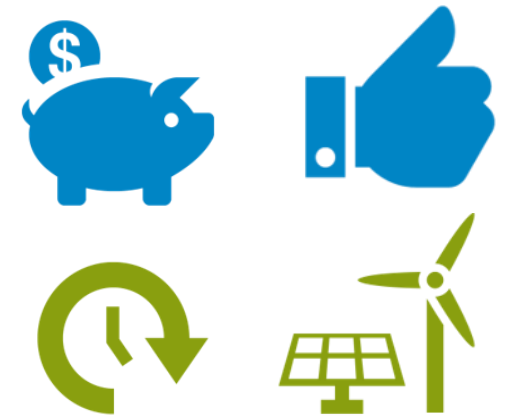
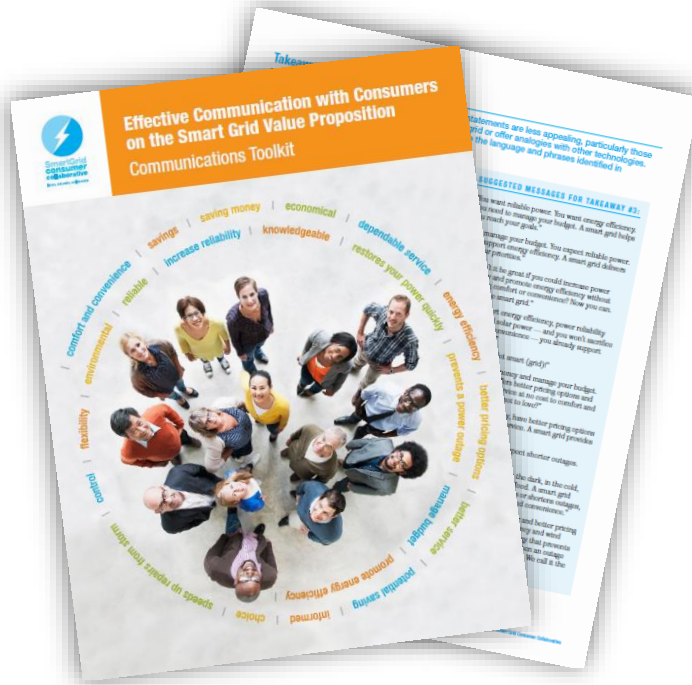
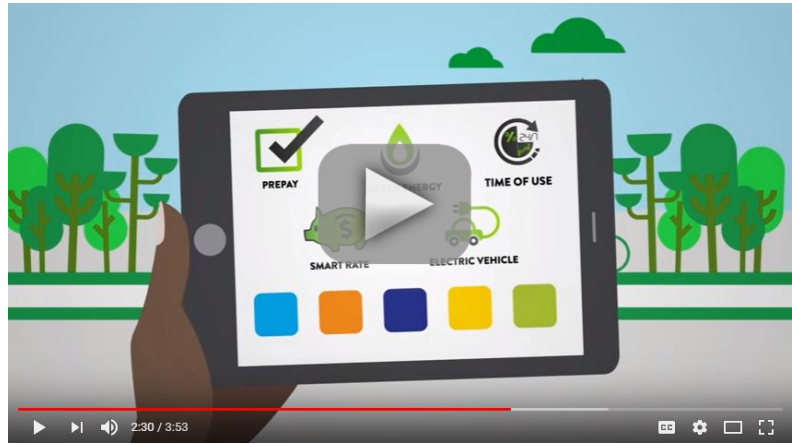


Spotlight on Millennials

Consumer Pulse Wave 6



Education & Outreach Deliverables



Excellence
Consumers
Results **First** **Leadership**
Authenticity



The Path to Engagement



Transactions

- Paying bills
- Starting/stopping service
- Handling inquiries
- Enrolling in programs
- ...

Engagement

- Multi-directional
- Automated/Automatic
- Partnership
- Outcome-based
- ...



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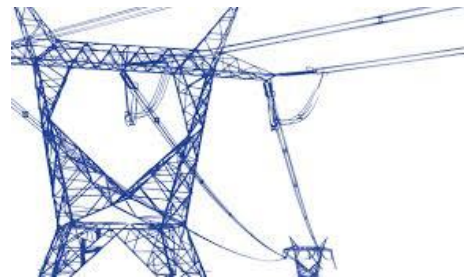
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Upcoming Resources

Consumer Platform of the Future



Consumer Topics Videos



IoT Infographic

