

# 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	2019 Initiatives
<p><b>Shared-Cost Research</b></p>	<p><b>2018 State of the Consumer Report:</b> Drawing heavily from 2017 research projects, the <i>2018 State of the Consumer</i> report provided an up-to-date look at U.S. energy consumers.</p> <p><b>Consumer Pulse: Wave 6 Market Segmentation Study:</b> 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><b>Consumer Platform of the Future:</b> This innovative research looked at the emergence of digital energy platforms and what consumers really want from these offerings.</p> <p><b>Spotlight on Low-Income Consumers: Revisiting Their Needs and Wants:</b> This meta-analysis provided an updated look at the energy-related needs, motivations and interests of lower-income consumers.</p> <p><b>The Empowered Consumer:</b> 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><b>Customer Experiences &amp; Expectations:</b> SECC explored how the smart grid has changed consumer's attitudes toward their energy provider, while providing new insights into what products &amp; services consumers expect to see.</p> <p><b>Spotlight on Millennials:</b> Now the largest generation in the U.S., this report showcased the unique needs and wants of millennials as energy consumers.</p> <p><b>Understanding Your SMB Customers:</b> This groundbreaking report provided a first look at the energy-related needs and wants of smaller business customers.</p>	<p><b>Consumer Values: Moving the Consumer Engagement Needle:</b> This research aims to provide stakeholders with a deeper understanding of consumer values and with new insights that can enable them to better serve the selectively engaged.</p> <p><b>2019 State of the Consumer: Trends Across the U.S.:</b> Drawing from the key insights found in SECC's 2018 consumer research, this annual report will provide an up-to-date overview of consumers' needs and today's utility-customer relationship.</p> <p><b>DERs: Meeting Consumers' Needs:</b> This report will investigate both residential and SMB consumer knowledge, attitudes and expectations around DERs as well as the processes and policies that govern how DERs are implemented.</p> <p><b>Rate Design: What Do Residential &amp; SMB Consumers Want?:</b> This research will clarify what consumers want in new rate designs and provide recommendations to help energy providers craft rate options that consumers are more likely to engage with.</p> <p><b>Consumer Pulse Wave 7: A New Look at Residential Consumer Segmentation:</b> This update to the <i>Consumer Pulse</i> series will look at consumer behavior, values and motivations and provide an updated segmentation framework.</p>

Join us now at [smartenergycc.org](http://smartenergycc.org) to learn more or email us at [membership@smartenergycc.org](mailto:membership@smartenergycc.org)

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<p><b>Library of Case Studies and Best Practices</b></p>	<p><b>Excellence In Customer Engagement Report:</b> 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><b>Industry Website:</b> Over 230,000 people have visited SECC's industry website, which houses our resource library, case studies, blogs, member tools, member profiles and more.</p> <p><b>Best Practices White Paper:</b> The <i>Maximizing Consumer Benefits</i> white paper illustrated impactful, real-world examples of who is getting consumer engagement right for smart energy programs &amp; services.</p>	<p><b>Resource Library:</b> 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><b>Customer Engagement Success Stories:</b> SECC will continue to add to its library of 21 case studies on customer engagement successes in smart energy programs.</p> <p><b>Best Practices Awards</b> Building on a successful launch of this new awards program in 2018, SECC will again recognize five electricity providers in 2019 for their customer-centric excellence.</p>
<p><b>Industry Collaboration</b></p>	<p><b>Peer Connect and Research Brief Webinars:</b> 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><b>Conference Participation:</b> In 2018, SECC presented at 26 major energy conferences across the country. In addition, SECC presented at several policy meetings and as part of industry webinars.</p> <p><b>Membership:</b> During 2018, SECC grew to its largest size to date of 149 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><b>Conference Participation:</b> SECC plans to have staff representation at the majority of smart energy industry events, using panels as a platform for research unveilings.</p> <p><b>Membership:</b> In 2019, SECC will aggressively increase membership nationwide with utilities, technology companies and nonprofit affiliates.</p> <p><b>Policy:</b> In 2019, SECC will continue to present its consumer research findings at policy forums across the country.</p> <p><b>Peer Connect and Research Brief Webinars:</b> SECC will continue to produce monthly webinars on research reports and relevant industry topics in 2019.</p>
<p><b>Education and Outreach</b></p>	<p><b>Consumer-Facing Website:</b> Attracting more than 270,000 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><b>Evolving World of Energy Fact Sheets &amp; Video:</b> A series of fact sheets that aims to educate consumers on innovations on how we get, pay for and use energy and a three-minute animated video cover similar themes.</p> <p><b>Consumer Information Kit and Videos:</b> SECC expanded its consumer-facing library to 12 fact sheets and 10 short videos on smart energy topics.</p> <p><b>The Next Innovation Video:</b> 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><b>Internet of Things Infographic:</b> An infographic that lays out the Internet of Things in an easy-to-understand way for consumers, particularly when it comes to home energy usage.</p> <p><b>Consumer Value Proposition:</b> SECC released a communications toolkit to help utilities and other stakeholders effectively communicate the benefits of the smart grid to consumers.</p> <p><b>Electric Vehicles Primer:</b> SECC produced an in-depth, fact-based guide for consumers to get up-to-date information on EVs.</p>	<p><b>State of the Consumer: Actionable Takeaways:</b> This white paper will capitalize on takeaways from the <i>2019 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><b>Electric Vehicles Initiative:</b> In Q1, we will produce resources (including an infographic and video) to explore and dispel common misconceptions about electric vehicles and also illustrate some potential benefits.</p> <p><b>Saving Money Initiative:</b> In Q2, we will explore ways that consumers can save money through energy-related programs &amp; services. This initiative will include a primer on energy-saving tips and resources aimed a lower-income consumers.</p> <p><b>Renewable Energy Initiative:</b> With the growth of renewable energy in recent years, the Q3 campaign will provide an updated look at the opportunities of renewable energy for consumers, concentrating on saving money and lowering environmental footprints.</p> <p><b>Inside the Smart Home Initiative:</b> In the final quarter of 2019, we will look at in home technologies available to consumers, including smart thermostats, voice-controlled assistants and smart appliances. Resources will include an FAQ and an infographic.</p> <p><b>Direct-to-Consumer Materials:</b> 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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