

▶ **EXPLORING THE
EVOLVING WORLD
OF ENERGY**



2019 State of the Consumer Report

9:45 a.m. – 10:30 a.m.

Panelists



Patty Durand

President & CEO

Smart Energy Consumer Collaborative

Bridget Meckley

Research Coordinator

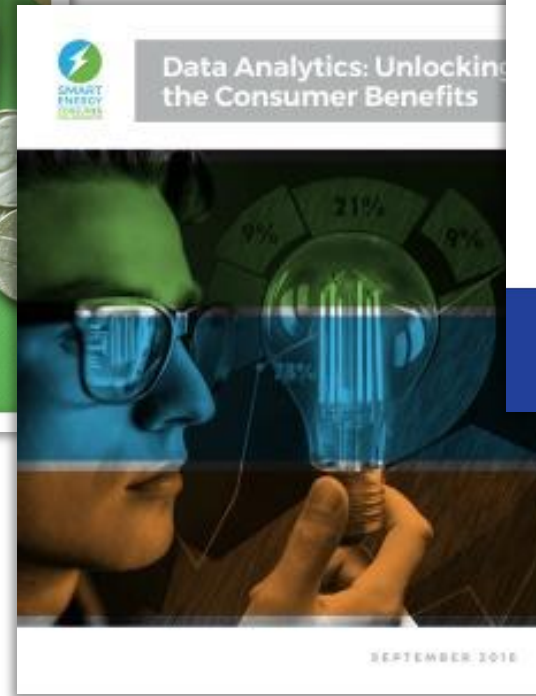
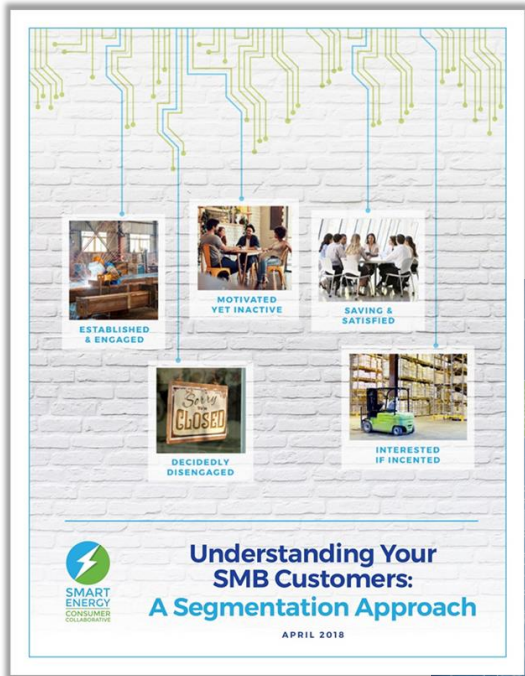
Smart Energy Consumer Collaborative

Gomathi Sadhasivan

Research Committee Chair, SECC

Lead, Consumer Decision Sciences, DNV GL

2018 Consumer Research



Theme 1: ROI Info Drives Participation



The Energy Engagement Challenge:

Lack of contextual cost-benefit info

The Answer:

Personalized ROI

Success Story: PG&E's SMB Outreach



Personal

Proactive

Preferred

Theme 2: Tech Is Not Just for Millennials



The Energy Engagement Challenge:

Consumers use technology all day, every day – is energy any different?

The Answer:

Leverage it to engage them in an energy journey



Success Story: ComEd's Smart Thermostat Campaign



ComEd Energy Efficiency Program



Up to **\$100 rebates** on select Smart Thermostats

Tech-forward

Targeted

Simple



Theme 3: Find the Next Step for the Already Engaged

The Energy Engagement Challenge:

Identifying actions and investments that make sense for each consumer

The Answer:

Leverage what consumers have already done to make logical suggestions



Success Story: OG&E Electric Vehicle Outreach



Know your market

Reach the right consumers

Remove barriers

Theme 4: Upfront Costs Are A Big Hurdle



The Energy Engagement Challenge:

Overcoming upfront capital cost

The Answer:

Become a partner that helps consumers invest



Program Spotlight: Pay As You Save



Personalized options

Investment

Win-Win



Theme 5: Make Participation Easy, Convenient

The Energy Engagement Challenge:

Thinking about energy takes too much effort and time

The Answer:

Make energy-related actions easy (or automatic)



2018 Research: The Big Picture



Return-on-investment info

Upfront costs



Already engaged consumers



Ease and convenience



Tech-based solutions