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New Study Explores the Consumer Benefits of Beneficial Electrification

Interviews with industry experts reveal the opportunities and risks for residential energy consumers

ATLANTA – April 16, 2020 – Concern around climate change has moved beneficial electrification to the top of the agenda for many policymakers and electric utilities across the United States. A new study from the [Smart Energy Consumer Collaborative](http://www.smartenergycc.org) (SECC) explores the role that electrification can play in addressing climate change and looks at the benefits that can potentially be delivered to residential consumers through programs and policies.

The study – “Beneficial Electrification: Industry Views on Consumer Needs” – highlights risks and benefits associated with various beneficial electrification strategies, particularly around residential buildings and transportation. It was developed from a review of industry publications and in-depth interviews with 11 experts, including Jigar Shah, co-founder and president of Generate Capital; David Farnsworth, a principal with the Regulatory Assistance Project (RAP); and Keith Dennis, vice president of consumer member engagement at the National Rural Electric Cooperative Association (NRECA).

The interviewed experts were all asked the same set of questions, and from their responses, three major themes emerged on beneficial electrification programs and policies:

1. Different regions will require different paths to beneficial electrification.
2. Stakeholders will need to listen to consumers on programs and policies.
3. More consumer education will be required to drive understanding and engagement.

SECC’s goal with this study is to help policymakers and electric utilities develop and implement solutions that meet the core principles of beneficial electrification, including saving money for consumers, enabling better grid management and reducing climate change-related emissions.

“Beneficial means something different to everyone,” explained Keith Dennis, a vice president with NRECA. “For these programs and policies to be successful, proponents will need to have a thorough understanding of what consumers perceive about electrification, what incentives will

encourage participation and what climate change-related messaging or other policy drivers resonate.”

This is the first of two publications from SECC that will address beneficial electrification and residential consumers. The second publication – expected to publish in June – will be a quantitative study that will offer insights from a nationally representative sample of consumers about their expectations, motivations, barriers and perceptions around beneficial electrification.

The “Beneficial Electrification: Industry Views on Consumer Needs” study can be downloaded by SECC members [here](#) and is available to members of the media on request. A two-part webinar series on the new paper will be held [today](#) at 1 p.m. (ET) and [Tuesday, April 21](#) at 1 p.m. (ET).

To learn more about SECC, visit www.smartenergycc.org or follow [@seconsumer](#) on Twitter.