



2020

MEMBERS MEETING & Fall Workshop October 20-22, 2020

VIRTUAL

REGISTER NOW



DAY ONE - OCTOBER 20

- 12:30-1:00 Opening Remarks from SECC's Board Chair Lincoln Wood and President & CEO Patty Durand**
SECC's Board Chair **Lincoln Wood**, Electric Transportation Policy Manager at Southern Company, and SECC's President & CEO **Patty Durand** will open with a discussion of the next steps in customer engagement with smart energy consumers as well as key takeaways from SECC's recent projects.
- 1:00-1:30 Keynote: Mary Kipp, President & CEO, Puget Sound Energy (To be invited)**
Learn about Puget Sound Energy's journey toward building customer engagement strategies.
- 1:30-2:45 Beneficial Electrification: Meeting Consumers' Expectations**
Widespread electrification is now underway as electric utilities and policymakers look to address climate change and decarbonize the economy. Panelists will discuss key findings from SECC's Beneficial Electrification: The *Voice of the Consumer* report, including consumers' concerns around electrification and how to understand the difference between beneficial electrification versus electrify everything. Panelists will also discuss the climate change-related messages that resonate best with consumers. This panel will include a 15-minute, mid-panel dialogue with the audience to gain more specific insights into successful beneficial electrification programs.
- **Marie D'Arrigo**, Vice President, Public Services, Maru/Matchbox
 - **Colin Gibbs**, Vice President of Strategy and Growth, Bidgely
- 3:00-3:45 Strategic Dialogues: SECC Research Committee Brainstorming Session - Part One**
What don't we know about consumers that we wish we did? Join the Research Committee as we debate which studies are needed most to improve our understanding of consumers around smart energy initiatives. All attendees will have the opportunity to propose topics of study for 2021.
- 4:00-4:45 Strategic Dialogues: SECC Education & Outreach Committee Brainstorming Session - Part One**
What educational materials and topics are most needed to help consumers engage in smart energy initiatives? This session with the Education & Outreach Committee will provide attendees with the opportunity to discuss the ways to grow consumer knowledge and awareness around smart energy in 2021.

DAY TWO - OCTOBER 21

- 12:30-12:45 Meet the Board! Speeches, Election and Installation**
Did you know that SECC's bylaws require all three types of members to serve on the Board of Directors? Meet current and prospective board members and learn why they are well positioned to serve in the organization's leadership. Attendees will cast their votes, and then the elected will be formally instated.
- 12:45-2:00 The New Customer Engagement Journey: Finding a New Normal**
Consumers are more reliant than ever on energy and communications services. How does the energy industry build trust and satisfaction in the time of COVID-19? Nearly 50 million people in the U.S. have filed for unemployment during the pandemic, and it's estimated that 40 percent of consumers will struggle to pay their electric bills in 2020. The panel will discuss innovative programs to address consumer expectations around their energy usage as well ideas for assisting consumers struggling to pay their bills. This session will include a 15-minute, mid-panel dialogue with the audience to dive deeper into how consumers' motivations to engage around energy have evolved in 2020.
- **Tom Hines**, DSM Portfolio Strategy Consultant, Arizona Public Service
 - **Kate Doll**, Director of Customer Success, Enervee
- 2:00-2:30 Virtual Networking Break**
Join us for a lightning round with our sponsors and connect with other attendees through our guided networking tool.
- 2:45-3:30 Strategic Dialogues: SECC Research Committee Brainstorming Session - Part Two**
Yesterday, we debated all of the consumer research possibilities, and now it's time to align on specific actions for the coming year. We'll begin with a review of the master list of potential topics for 2021 and then narrow down the field to a shortlist via attendee voting.
- 3:30-4:15 Strategic Dialogues: SECC Education & Outreach Committee Brainstorming Session - Part Two**
On day one, we produced a list of potential topics needed for consumer education in 2021. During this session, we will review the master list of topics discussed yesterday, and then attendees will have an opportunity to develop a shortlist of the most important topics for next year.

DAY THREE - OCTOBER 22

12:30-1:45 Smart Energy and Lower-Income Consumers: No One Left Behind

The energy industry is becoming more digital and personalized, but are these technology-based solutions reaching lower-income consumers and other underserved populations? This panel will explore the impact of the digital divide on customer engagement in the energy industry and the energy burden of lower-income consumers. Panelists will discuss opportunities for stakeholders to take advantage of digital platforms and data to provide sustainable solutions for addressing energy poverty.

1:45-2:15 Day Three Keynote

What's on the horizon? Hear from Puget Sound Energy about what is coming in 2021 for their customers.

2:30-3:30 Engaging Consumers in Utility Decarbonization Goals

Many utilities across the U.S. and Canada have announced plans to significantly reduce or completely eliminate carbon emissions. Achieving these goals will be contingent on consumers adopting solar, participating in time-varying rate programs, purchasing electric vehicles, engaging in energy efficiency programs and more. In this closing panel, utilities will discuss their plans for decarbonization and how they are getting consumers involved in developing a cleaner grid. Panelists will also discuss strategies for helping the most vulnerable customer segments during this transition.

3:30-3:45 Final Thoughts from SECC's President & CEO Patty Durand

In closing, SECC's President & CEO **Patty Durand** will recap some of the key takeaways from the last three days and will discuss upcoming SECC activities.