

2021

SECC 2021 Education & Outreach Agenda

Providing consumers and the energy industry with relevant resources and communications, the Smart Energy Consumer Collaborative's Education & Outreach agenda highlights key energy topics for improving consumer understanding and engagement in 2021.

Q1

Personalizing the Education Experience

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A common piece of feedback from SECC members and industry stakeholders is that SECC has a vast array of educational resources, but many are unsure where to start or what is available. This topic will focus on developing a suite of resources, including an online recommendation tool, quick reference guide and suggested channel partners, to help stakeholders find the right resources for their needs and ultimately support stronger consumer communications.

Q2

Advancing the Modern Energy Consumer

Advancing the Modern Energy Consumer

SECC's annual *State of the Consumer* report presents five major themes on today's utility-customer relationship derived from 2020's research projects. We will explore those five themes and engagement opportunities with consumers by illustrating impactful, real-world examples of who is getting it right for each.

Demystifying Billing

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The electricity bill is still a mystery to many consumers and that could mean less engagement with energy efficiency efforts, enrollment in innovative pricing options and participation with new technologies and programs. This topic will help consumers understand factors of their electricity bill, including basics, the effects of weather and their behavior, assistance options available and what advanced data reveals. A bill comparison tool and interactive glossary will demystify the bill for consumers.

Q3

Automating the Smart Home

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Newer devices and appliances are making it easier for consumers to schedule and optimize home needs like lighting, HVAC and home security systems. Being able to monitor energy use and safety because technologies are providing more insight into device status is a key factor for consumers moving forward. A toolkit around home energy management – including more in-depth insight into a consumer's home and ways to optimize their efficiency or comfort – will make these options clearer for consumers. We will also document consumer experiences with automation.

Q4

Keeping Up with Electric Vehicles

Keeping Up with Electric Vehicles

The market for EVs is changing fast and so are the offerings from utilities and other stakeholders. This topic will attempt to explore the trends with electric vehicles, like reduced charging times, improved infrastructure, increased range and greater availability of models. The topic will feature resources that will illustrate to consumers that more is being done than just offering charging and make clear to them what's available and upcoming.