



SmartGrid  
consumer  
collaborative

listen, educate, collaborate



# Smart Grid Consumer Collaborative *PARTNERING FOR PROGRESS*

Membership Discussion  
Monday, November 26, 2012

## *Mission Statement*

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*The Smart Grid Consumer Collaborative is a 501(c)(3) nonprofit organization chartered to be the trusted source representing consumers, advocates, utilities and technology providers in order to advance the adoption of a reliable, efficient and secure smart grid and ensure long-lasting benefits to consumers.*

# Membership Base

As of October 30, 2012

Accenture	Eugene Water & Electric Board	Oncor
ACEEE	Florida Power & Light	Oracle
Aclara	Future of Privacy Forum*	Oregon Citizens' Utility Board
Alliance to Save Energy	Galvin Electricity Initiative	Pacific Gas and Electric
Ameren Corporation	GE Energy*	Pacific Northwest National Lab
Arizona Public Service Company	George Institute of Technology	Peak Load Management Alliance
Association for DR & Smart Grid*	GREEN DMV	Pepco Holdings, Inc.
Avista Utilities	Greenlining Institute	Portland General Electric
Baltimore Gas and Electric	GridGlo	Power Systems Consultants
BC Hydro	GridWise Alliance*	Public Utility Commission of Texas
Bonneville Power Administration	Holland Board of Public Works	Sempra/San Diego Gas & Electric
Brookhaven National Lab	IBM*	Siemens/eMeter
C3	iControl Networks	Silver Spring Networks*
CA Public Utilities Commission	Illinois Citizens Utility Board	Silicon Laboratories (formerly Ember*)
CenterPoint Energy	Inst. for Energy & Env. – VT Law	Simple Energy
Cisco	Itron	Smart Grid Oregon
Climate + Energy Project	Kansas City Power & Light	Southeast Energy Efficiency Alliance
CNT Energy	Landis + Gyr	Southern California Edison
CO Public Utilities Commission	Lawrence Berkeley National Lab	Southern Company
ComEd	Lincoln Electric System	Southwest Research Institute
Converge	Market Strategies International	Stoel Rives LLP*
Consert	Michigan Public Service Commission	TechAmerica
Consumers Energy	Montana State University	Tendril
Control4*	National Inst. of Standards and Technology	Tennessee Valley Authority
Energy Providers Coalition for Ed.	National Renewable Energy Lab*	Texas Office of Public Utility Counsel
DNV KEMA	Natural Resources Defense Council	United Illuminating Company
Dominion Resources	NC Dept. of Commerce Energy Office	Utility Consumers' Action Network
DTE Energy	NETL Smart Grid Implementation Force	Vermont Electric Power Company
Duke Energy	Office of the People's Counsel DC	Vermont Energy Investment Corp.
Environmental Defense Fund	Office of the Ohio Consumers' Counsel	
EPRI	Oklahoma Gas & Electric	

*Asterisks indicate founding members*

## *Snapshot: Who We Are*

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- ▶ *501(c)(3) nonprofit formed in March 2010*
- ▶ *Membership organization comprised of utilities, technology companies, and nonprofit affiliates*
- ▶ *Driven by the mission to advance a consumer-friendly, consumer-safe smart grid*
- ▶ *Delivered five pieces of foundational consumer-focused research in first two years*

# SGCC brings together leading utilities, consumer advocates, and technology vendors **WORKING IN PARTNERSHIP**



# What We Do

We listen to consumer needs and preferences

▶ Market Research



▶ Focus Groups



▶ Ideation Sessions



# What We Do

We collaborate to collect and share vital lessons learned

▶ Committees



▶ Best Practices



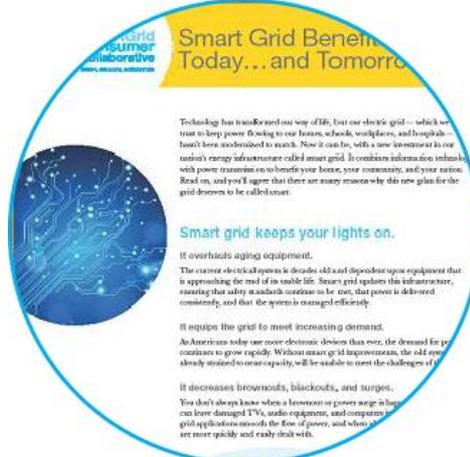
▶ Secondary Research



# What We Do

We educate to promote consumer understanding and support

▶ Fact Sheets



▶ Videos



▶ Social Media



# Why SGCC?



*“Utilities’ inability to clearly explain the benefits of smart meters to their customers presents an enormous risk for the future of the smart grid and to vendors in this emerging industry.”*

-GTM Smart Grid Industry Trends Report 201



**greentechmedia:**

# Why SGCC?



*78% of utility executives say customer buy-in is essential.*

*Yet less than half of utilities are preparing their customers.*

-Phil Carson, May 26, 2011

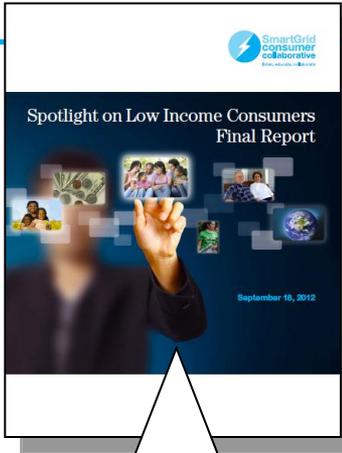
# Why SGCC?

Utilities are not funded for consumer education efforts

Regulators traditionally do not interact directly with consumers

**CONSUMERS ARE IGNORED**

Businesses want to quickly expand their smart grid business model which is B2B



# FOUNDATIONAL RESEARCH



# 2012 SGCC Research

## **Consumer Voices 2012**

A set of 24 in-person, in-depth interviews that will serve to enrich our understanding of the five consumer segments defined last year.

## **Spotlight on Low-Income Consumers**

A report exploring low-income consumers' awareness, understanding, and adoption of smart grid programs, evaluating opportunities and barriers in reaching these end-users.

## **Consumer Pulse and Market Segmentation Study Wave 3**

The final installment of SGCC's Consumer Pulse research program that will track evolving attitudes and smart grid impact among consumers across the U.S.

## **Success Stories in Community Engagement**

A report gathering examples of case studies from utilities that have succeeded in maximizing community engagement to affect consumer behavior.

## **Barriers to Consumer Engagement**

An exploration of the key barriers to consumer engagement and adoption of smart grid technology.



# 2012 SGCC Education

## **Stop Smart Meters Response Campaign**

A program to address minority opposition to smart meters, refuting myths propagated by Stop Smart Meters and others.

## **Public Opinion Response Toolkit**

A messaging toolkit resource for members, to include talking points and collateral for consumer education.

## **Brand Vision Project**

A strategic effort to develop a compelling brand for the smart grid translatable into a set of communications materials.

## **Smart Grid 101 Website**

A one-stop-shopping source for consumers seeking credible introductory information about the smart grid.



# *Company-Wide, Everyone Benefits*

▶ **Research Reports**

▶ **Peer Connect Webinars**

▶ **Research Briefings**

▶ **Committee Membership Opportunities**

▶ **Members-Only Website Access**



# *How Can We Help You?*

*Handling  
consumer  
backlash*

*Taking consumer  
engagement  
and education  
to the next level*

*Learning from  
others'  
experiences*

*Making a  
smart grid  
business case*

*Overcoming  
barriers to  
smart grid  
adoption*

# *What's In It For You?*

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## **Keep your finger on the pulse of consumers.**

Get exclusive, company-wide access to independent shared-cost consumer research on topics that you help select. Enjoy in-depth briefings from the market research consultants who design and manage our national studies.

## **Unlock a library of best practices.**

Have the key to an archive of case studies and lessons learned that will guide you around the pitfalls, bolster your business case, and clue you in to what is proven to work best in the consumer smart grid space.

## **Promote your work.**

Bring attention to your efforts in smart grid through our online platforms and conference speaking opportunities.

## **Collaborate with other energy leaders.**

Sit at the table with utilities, technology vendors, and consumer advocacy groups, making new connections and trading insights with stakeholders navigating similar operating environments.

# Acclaim from Our Members



*The Smart Grid Consumer Collaborative is the bridge that the Utilities have been looking for to help them understand and communicate better with their customers.*

*– Linda Jackman, Group Vice President, Industry Strategy, Oracle Utilities*



*“The Smart Grid Consumer Collaborative is emerging as a credible source of information for consumers and a platform for utilities to learn from and support one another. Utilities are deploying the smart grid in many different ways, but SGCC is where we can find common ground—with the customer at the center.”*

*–Barbara Leary, Sr. Director of Marketing Communications, Florida Power & Light*



*“Educating consumers about the benefits and necessity of modernizing our electric grid has never been more important. In devoting itself to this cause, the SGCC is doing valuable work.*

*–Dan Jacobson, Marketing Manager, Landis + Gyr*



*“The Smart Grid Consumer Collaborative provides a unique and valuable consumer perspective. The GridWise Alliance enjoys working with SGCC as we seek to modernize and optimize our nation’s electric grid.”*

*–Jim Morozzi, CEO, GridWise Alliance*



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**PATTY DURAND, Executive Director**

**[Patty.Durand@SmartGridCC.org](mailto:Patty.Durand@SmartGridCC.org)**

**678-467-0148**