

The Role of the Energy Consumer in Smart Cities

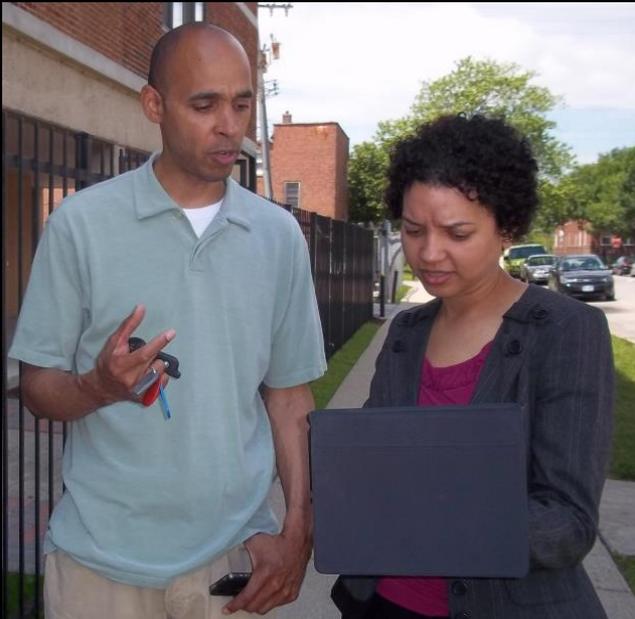
Anne Evens, Elevate Energy
March 16, 2016



ELEVATE ENERGY
Smarter energy use for all

What does “Smart Cities” mean to customers?

- Short answer = very little
- Many still working to educate themselves on how to interact with the Smart Grid
- Need real and apparent benefits to engage
- Research shows that energy issues are not top of mind





Demonstrate the value proposition for all

- **Save \$\$\$**
 - The savings touted as a key benefit of the Smart Grid won't show up directly on your bill without further engagement
 - Customers saving money = utilities saving money
- **Signals to drive action**
 - Consumers creating their own APIs
 - Unique recipes that create automated responses based on specific scenarios
 - If there is a high price alert, then turn my air conditioner up 2 degrees
- **Environmental benefits**



How are customers engaging?

- In-home display (IHD)
 - Low-tech way to get the whole family involved
 - Bring back the Orb!
- ComEd's Hourly Pricing, Peak Time Savings & Ameren's Power Smart Pricing, Peak Time Rewards
 - Conservation actions have been increasing
 - Customers seeing savings over fixed-price rate



CHECK PRICES. SHIFT USAGE. REDUCE ELECTRICITY BILL.



What do they have to say about it?



The cost of Mike's commute is just pennies per day. *"Most times we pay next to nothing to fully charge our car."*



Michael and his family have saved more than \$300 on electricity bills. *"It seemed like a logical thing to do to capitalize even further on our good energy habits."*



Why does Angela participate in PSP? *"The most obvious reason is because it saves me \$. But the program also teaches me about LOTS of ways I can be more energy efficient!"*



One Ameren customer saw savings immediately after enrolling in PTR and told us, *"everyone should be on this program".*



Recommendations

- **Comprehensive** approach
 - Service providers need to collaborate and bring cohesive messaging to consumers
 - Offer energy efficiency, smart devices and utility pricing programs all at once to maximize consumer attention and payback
- Need **technology** to enable trust and engagement
 - Immediate price signals allow customers to make accurate choices on energy behaviors, which helps them to realize the results promised by utilities and program providers
- Connect **energy** to **water** and even **real estate** to build out Smart Cities

Anne Evens

Anne.Evens@ElevateEnergy.org

www.ElevateEnergy.org

www.powersmartpricing.org

hourlypricing.comed.com



ELEVATE ENERGY

Smarter energy use for all