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<tr>
<th><strong>Docket Number:</strong></th>
<th>20-FDAS-01</th>
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<tbody>
<tr>
<td><strong>Project Title:</strong></td>
<td>Flexible Demand Appliance Standards</td>
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<td><strong>TN #:</strong></td>
<td>236166</td>
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<tr>
<td><strong>Document Title:</strong></td>
<td>Presentation - Mell Hall-Crowford Consumer Federation of America SB 49 Lead Commissioner Workshop December 14 2020</td>
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<tr>
<td><strong>Description:</strong></td>
<td>Presentation discussing equitable outreach strategies for flexible demand appliances.</td>
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<td><strong>Filer:</strong></td>
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<td><strong>Organization:</strong></td>
<td>California Energy Commission</td>
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<td><strong>Submitter Role:</strong></td>
<td>Commission Staff</td>
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<td><strong>Submission Date:</strong></td>
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California Energy Commission Workshop on Flexible Demand Appliances Rulemaking

Consumer Considerations & Outreach

Mel Hall-Crawford
Director of Energy Programs

December 14, 2020
Considerations

**Cost-Effectiveness of Flexible Demand Appliances**
- What is the first cost increase to the product to make it demand responsive?
- Is the payback period reasonable?
- What are the savings to the consumer?

**Categories of Consumers**
1. Those who opt out or default to opt out
2. Those who opt in
3. Those who opt in but desire the flexibility to override
4. Landlord – Tenant
Considerations cont.

- No discomfort or harm to consumer
- Health and Safety
- Privacy and data security protections
- Equitable Rate Design
Messaging and Outreach

- Underlying Building Blocks: Education and Motivation
  - Highlight Benefits
  - Clear Explanation of Program
  - Privacy & Data Protections
  - Multi-Language and Cultural Messaging
Outreach Possibilities

- Peer Support
- Social Media
- Traditional Media
- State Administered Programs
- Credit Counseling Agencies
- Funding Non-profits
- Paid ‘Influencers’ with a ready base of followers for targeted communities
• Random Sample Survey

• Focus Groups

• Pilot Program and Follow-up

• Refining Approach and Messaging

• Go Statewide
If done right, flexible demand appliance standards can help consumers save money as well as reduce climate and pollution impacts.

Thank you.
Contact Information:
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