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Consumer Federation of America

**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





Working to Get It Right

- 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.



Consumer Federation of America

Contact Information:

Mel Hall-Crawford | Director of Energy Programs

Consumer Federation of America

1620 Eye Street, NW Suite 200 | Washington, DC 20006

consumerfed.org | melhc@consumerfed.org