



Efficiency Committee Load Management Standards Customer Education and Needs Workshop



DOCKET

08-DR-1

DATE JUL 10 2008

RECD. JUL 25 2008

July 10, 2008
California Energy Commission

Our Perspective



- Smart Meter initiative launches a paradigm shift
- Creates opportunities to:
 - Educate consumers in a more timely and pertinent way
 - Understand customers' behavior and influence behavior change
 - Provide rates that drive demand response, conservation and energy efficiency
- Peak Time Rebate and Critical Peak Pricing-Default rates are first expression of the paradigm shift
- Multiple drivers to behavior change
 - Motivations
 - Necessary tools & education are key

Our Approach



- Align communication with behavioral/learning objectives
- Involve customers in creation of requirements
 - Smart Meter Installation
 - Education Topics
 - Web presentment – online data access & data presentment
 - Event day notification & feedback
 - Motivational Themes
- Develop a portfolio of strategies that include
 - Price
 - Communication
 - Programs
 - Other services
- Conducted co-design panels October 2007 and June 2008
 - Month-long engagements with “Innovators” conducted via online discussion board



Key Findings – Data Presentment for Education



- Access to individualized data is key to understanding energy use & rates
- Allow customers to define a goal
- Display rate tiers
- Allow a variety of comparisons
 - Customer-centric comparison
 - Last month, last year, same time last year, and so on
 - Society-centric comparison
 - The average for homes with a specified square footage.
 - The average for homes with a specified number of occupants, etc.
- Include a customer defined notification feature
 - “Notify me when my bill gets to \$100”
 - “Notify me when I move into Tier 3.”

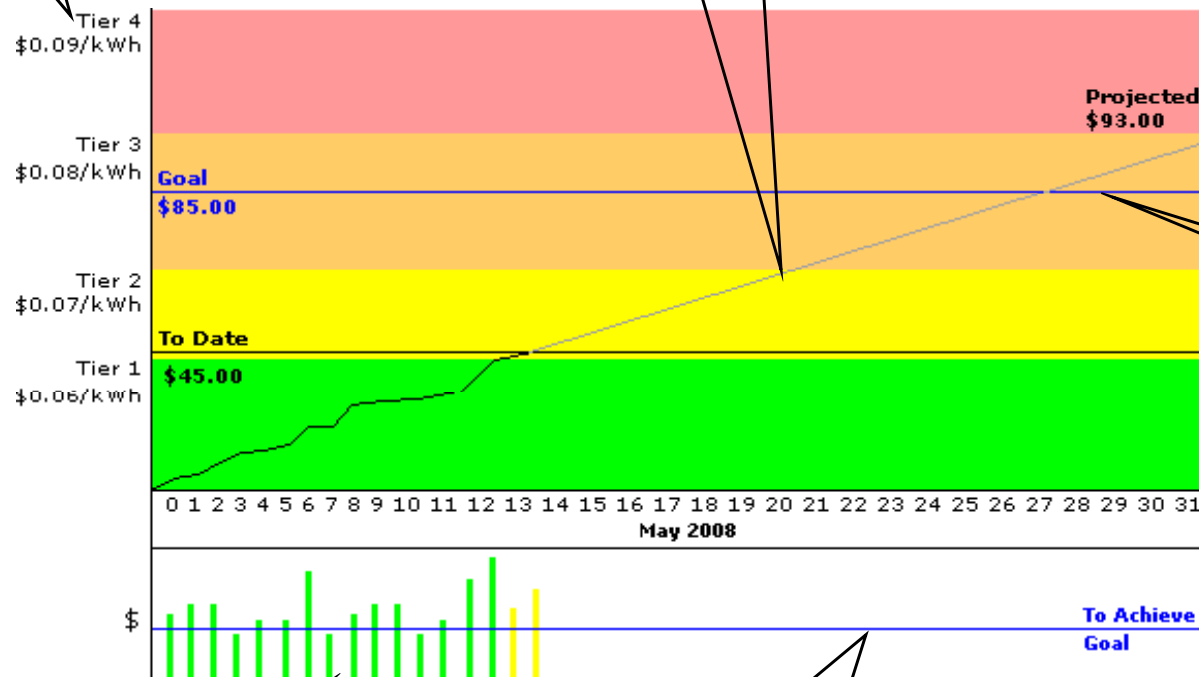
Key Findings – Data Presentment Prototype



Rate tiers are clearly visible and color coded.

Projected usage based upon current average.

Controls allow comparison of two variables.



Bars show hourly, daily, or monthly usage.

Goal line indicates average usage to achieve goal.

Customer can set their usage goal.

Customer can set the units of measure.

Key Findings – Peak Time Rebate Motivators



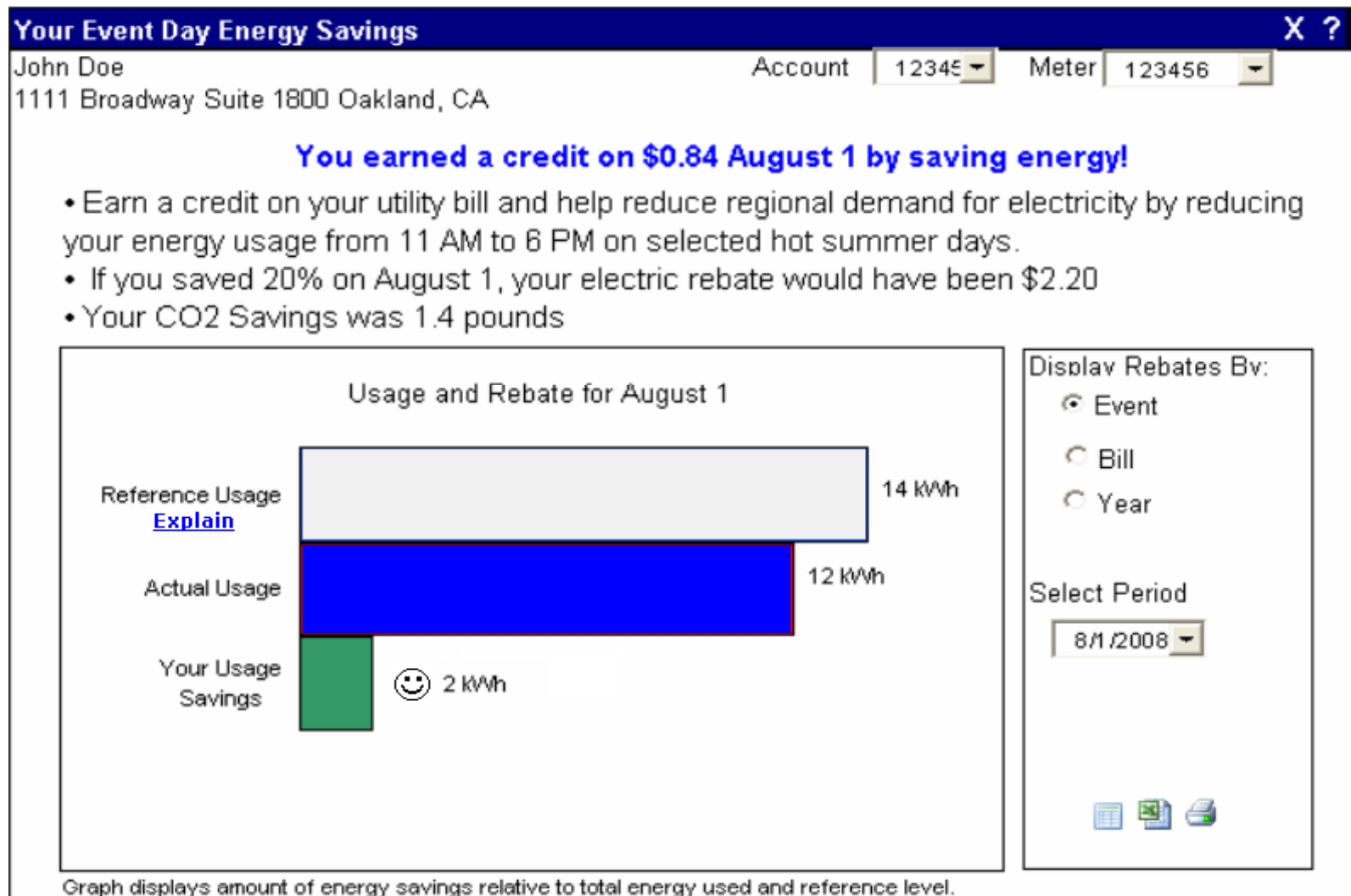
- **PRIDE** - Resonated most strongly among all participants.
 - “Good for you. Good for San Diego. Good for the planet” made them feel very positive about being in the forefront of doing something beneficial for the environment.
- **GAIN** - Strong positive reaction
 - Lower Consumption participants and those with large households who were especially attuned to reducing their energy bills.
- **FEAR** - most meaningful to Lower Consumption customers
 - Outages
 - Higher energy prices
- **IMITATION** – Least relevant theme during these sessions.
 - My neighbor is doing it

Key Findings – Peak Time Rebate Notification & Feedback



- Notify customers electronically: email, text message, and voice
- Enable enrollment for notifications to other household members
- Notification message that is simple, pragmatic, and to the point
- Provide customers next day feedback on how they performed on the peak day

Key Findings – Event Day Feedback Prototype



Big Picture – PTR Should Be An Orchestration



When you hear a Flex Alert:

- Turn off all unnecessary lights.
- Postpone using major appliances until after 7 pm.
- Turn your air conditioning thermostat up to 78° F.

1. Link to existing programs if applicable



5. Rebate appears on bill, applied to social good, or for enabling technology

Register for My Account

Peak Day Notification

Sign up yourself and members

You (Account Holder)

Name

Joan Smith

☐ Email

Email Address

☐ Text Message

Cell Phone Number

☐ Voice

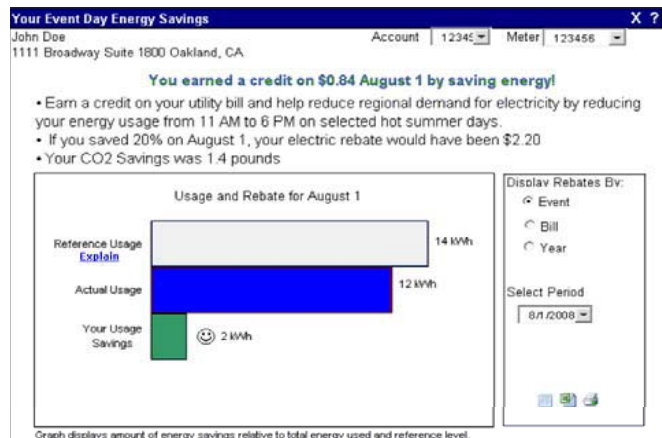
Phone Number

Best Time to Call

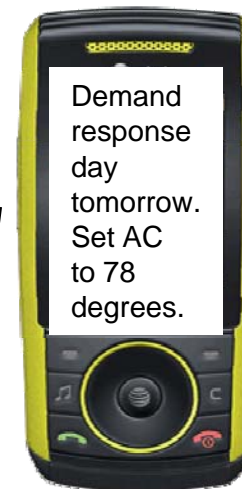
9 AM

2. Acquire customer notification info

3. Notify customers day-ahead of peak days



4. Present usage and rebate results



Near Future Research & Activities



- Explaining Peak Time Rebate to customers
 - explaining the rate vs. explaining desired behavior
- Delve more deeply into motivation and needs by customer segment
- Build in “Test and Learn” scenarios throughout Smart Meter/PTR roll-out
- Identify Peak Time Rebate Program name that resonates with customers