



Listen, Learn, and Leverage

Operating at the Crossroads of Consumer Segmentation,
Viral Marketing and Community Outreach

Judith Schwartz, To the Point

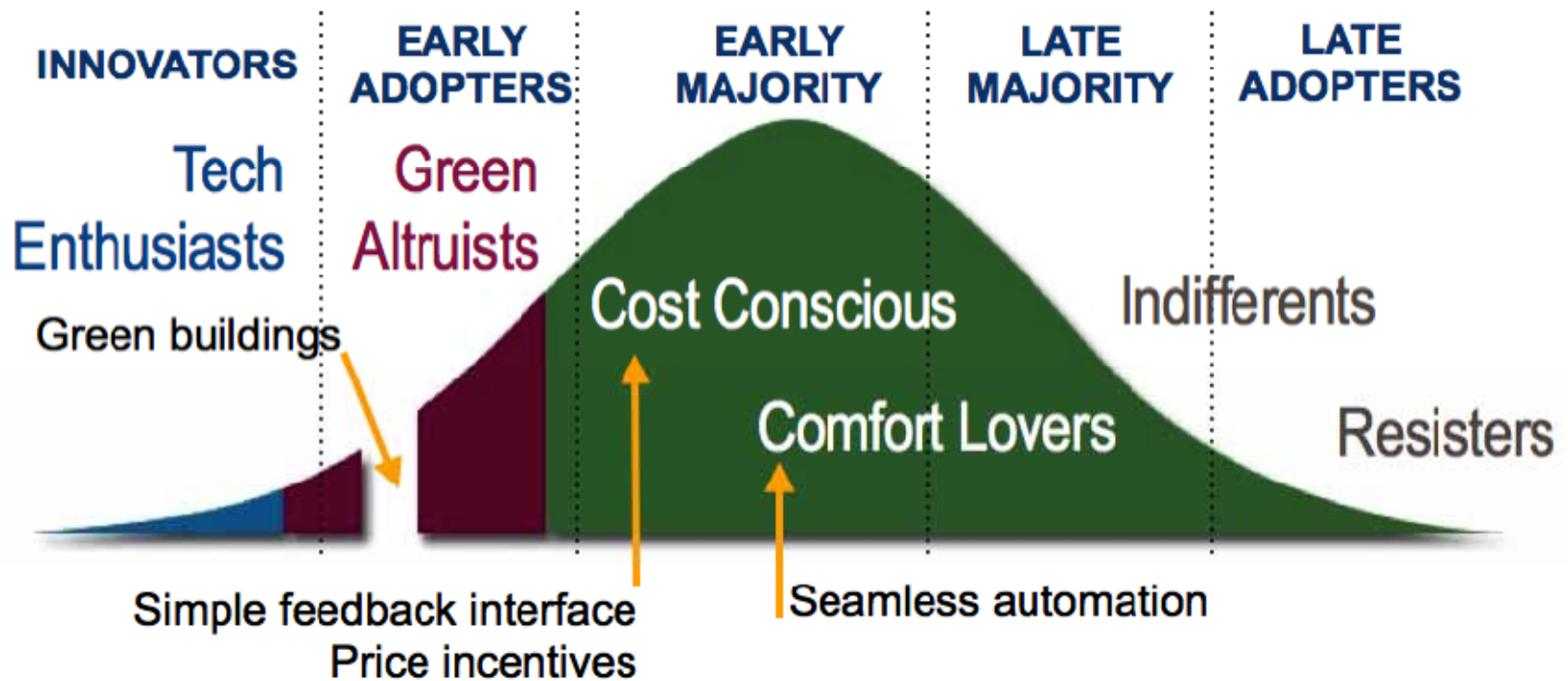
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“Energy Worldview” Incentives Differ



From the National Action Plan Communications Guide (Part 1), page 11

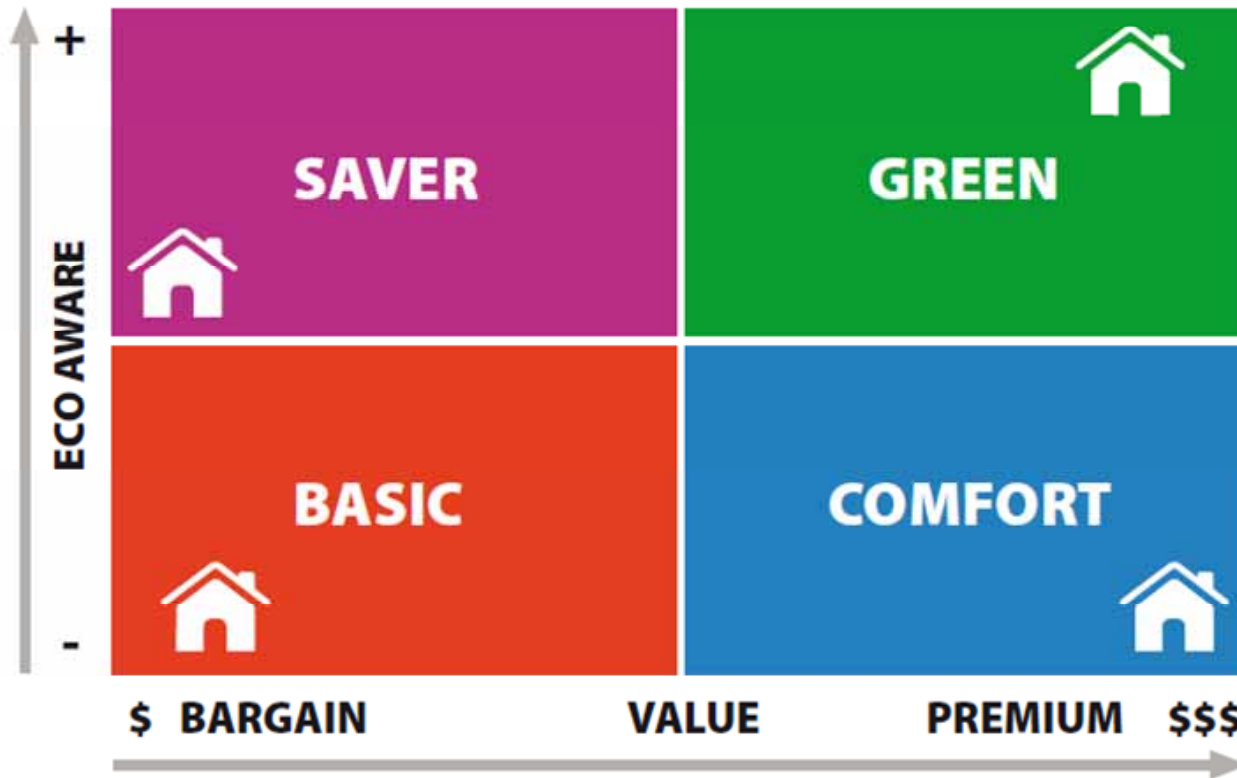
Value Propositions Vary by Worldview

- People will tell you what they care about
- Patterns will appear if you speak directly with enough people
- Quantitative and qualitative research validate observable trends

Tech enthusiast	The smart grid platform will allow you to know how your home is using energy and control usage anywhere from the device of your choosing. New tools and apps hit the market all the time.
Green altruist	The smart grid makes it possible to support more varied renewable generation, electric vehicles, and energy-saving devices and appliances. Your smart energy choices will reduce the need to build new power plants.
Cost-conscious	Digital technology on the grid will allow you to know your current balance, get pricing feedback to allow simple actions and automation to keep your bills as low as possible. Frugal use of electricity will be rewarded financially.
Comfort lover	You'll stay comfortable with set and forget automation. You won't even be aware that your home energy management system is adjusting AC, pool pump, and smart appliances to keep bills manageable.
Indifferent	Whether you choose to take any action or not, you will receive system-wide benefits including faster repairs and better customer service. You will be able to control who sees your usage information.
Medically-frail	New technology will enable quicker responses and fewer outages in extreme weather, faster restoration of service for at-risk residents (after first responders), and pro-active contact with loved ones and EMT response teams.








Allow Consumers to Self-Select



- Simple program offerings and info paths aligned with worldviews
- Continuum of financial sensitivity
- Clarity more important than catchy labels and taglines

Allow Choice of Tech / Pricing Options

Customer Engagement

		 PASSIVE	 ACTIVE	 SET & FORGET	 UTILITY AUTOMATION	 ENERGY PARTNERS
Customer Segments	BASIC	●	●			
	COMFORT	●	●	●	●	
	SAVER		●	●	●	
	GREEN		●	●	●	●






- Offer options to reflect residential realities like central AC or not
- “No risk rebates” (10x/yr) or “cash back/nights & weekends” (daily)
- Range of family budgets and cash flow preferences

C&I Segments By Business Impact



- **Sustainability** viewed as asset by employees/customers. Building automation and commercial-scale generation readily available.
- Biz/org. location serves as **cool destination** on hot days. Creative solutions need to be customized.
- Adaptable operation (warehouse, factory, nursery) where **peak use can be shifted** for savings.
- Operation with **flat loads** or labor constraints, where meaningful savings would come from overall efficiencies, not peak reductions

Customer Engagement

	 PASSIVE	 ACTIVE	 SET & FORGET	 REMOTE AUTOMATION	 ENERGY PARTNERS
STEADY	●	●	●		
COOL	●	●	●		●
ADAPTABLE		●	●	●	●
SUSTAINABLE		●	●	●	●

Community Outreach Strategy

- Info from trusted source and mutual agreement is key
- Successful engagement requires breaking down traditional utility informational and organizational silos
- Regulators can encourage more productive strategies, relationships during hearings, rulemaking, via funding
- Most cost-effective to leverage community-based groups, agencies, associations
- Treat those groups as channel partners

“Energy literacy is not about a commercial, it requires a series of conversations.”
—Charles Dickerson, VP, Pepco



Invite Stakeholders to Co-Create

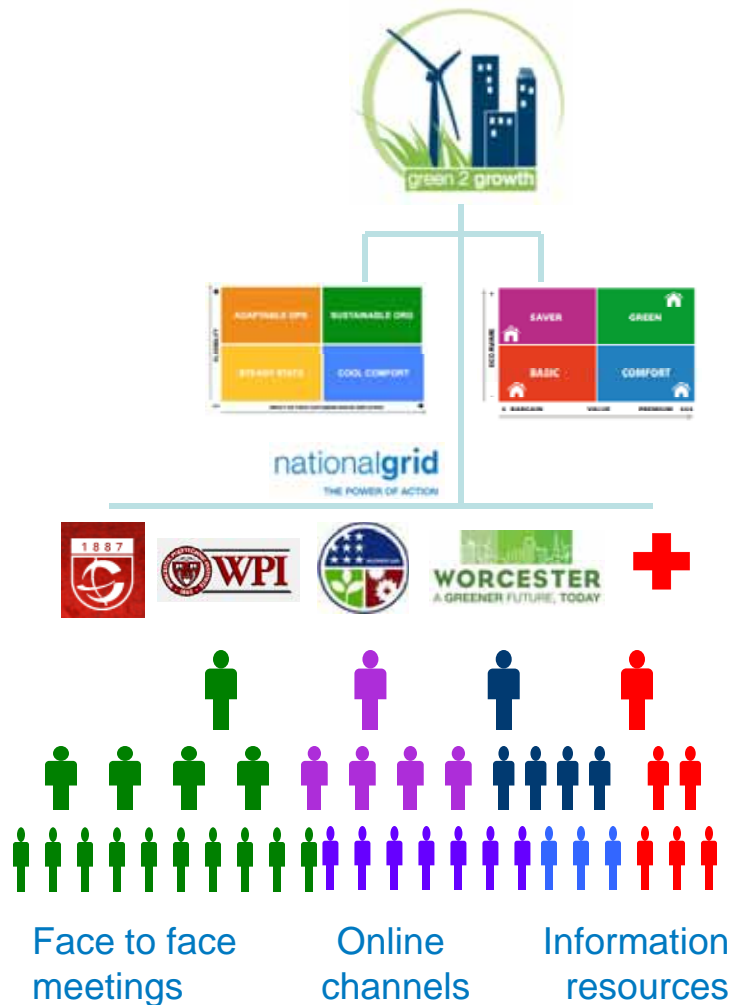
The screenshot shows a website for a community summit. At the top left is the Worcester logo with the tagline 'A GREENER FUTURE, TODAY'. At the top right is the National Grid logo with the tagline 'THE POWER OF ACTION'. Below the logos is a navigation bar with links: HOME | EVENT DETAILS | TALK WITH US | ABOUT THE ORGANIZERS | ABOUT THE PROCESS | REGISTRATION. The main content area has a green background. On the left, it says 'green today.' and 'growth tomorrow.' with a paragraph of text: 'Join the leaders and citizens of Worcester as we create our green to growth vision. Supported by National Grid, the City of Worcester, our local businesses, our nonprofit agencies and universities, our consumer advocates and public service commission, more than 300 people will come together for two days to design a sustainable smart energy and economic future.' Below this is a quote: 'Transforming Worcester into the innovative energy leader of a smarter Commonwealth.' On the right, it says 'COMMUNITY SUMMIT' and 'September 19-20, 2011' at the 'DCL Center'. There is a 'REGISTER NOW' button and contact information: 'Questions: info@green2growth.com 1-800-323-3223'. At the bottom, there are three video thumbnails: 'National Grid's Energy Vision', 'Similar Summit Event', and 'Start the Conversation Early'. Each has a play button icon and a caption: 'Watch the video to learn more >', 'Watch the video >', and 'Read Blog and comment >' respectively. At the very bottom right, there are links for 'Directions to DCL' and 'Contact Us'.

www.green2growth.com

- Human-centered research/design
- Link sustainability and economic vitality and opportunity
- Foster stakeholder (regulators, advocates, gov't) collaboration
- Identify energy worldviews of participants to insure a mix
- Summit designed with city, utility, community-based organizations
- Business and civic leaders, students and seniors, renters and homeowners, all income levels



Viral Communication Is Two-Way



- Openly engage with community
- Inspire with integrated sustainability narrative adjusted for local priorities
- Provide guidance and support
 - Utility energy advisors: trainer/experts
 - Community-based orgs and schools
 - Retail partners
- Keep conversation going through multiple channels and vehicles
- Leverage natural constituencies
 - Key influencers vs decision-makers
 - Is there critical mass already?
 - Consider age, gender, task when considering vehicle

Q & A



To the Point

- Human-centered strategies
- Research and meta-analysis
- Narratives and messaging
- Cross-stakeholder conversations
- Outreach program design

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www.tothept.com

- National Action Plan Coalition www.napcoalition.org
National Action Plan Communications Guide (Part 1)
- Institute for Electric Efficiency www.edisonfoundation.net
Costs and Benefits of Smart Meters for Residential Consumers
- PowerCentsDC Smart Meter Pilot Program www.powercentsdc.org
Watch videos shown on homepage
- Green Today, Growth Tomorrow Community Summit www.green2growth.com
Watch videos shown on homepage
- Smart Grid Consumer Collaborative www.smartgridcc.org
2011 State of the Consumer Report

Save the Date



22nd National Conference & Expo

February 6-10, 2012
Hilton San Diego Bayfront

