

How Edison SmartConnect[®] Enabled DSM Programs Help Customers Make Smart Energy Choices

Aaiysha Khursheed, Ph.D., Itron
Eric Bell, Ph.D., Southern California Edison
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Knowledge to Shape Your Future



Presentation Outline

- Edison SmartConnect[®] Programs
- Purpose of Customer Inquiry Survey
- Participants and Non-Participants
- Sample, Strata, and Completes
- Selected Survey Results
- Findings and Implications

Edison SmartConnect[®] Programs

- My Account Web Presentment Tools
 - **Bill-to-Date** – informs customers how much is owed to date on monthly bill
 - **Projected Next Bill** – provides forecast of upcoming monthly bill
 - **Hourly Usage Data** –view hourly electric usage for the past 13 months
- Budget Assistant Program
 - Proactive notification tool that provides customers with weekly or conditional notifications regarding costs within their current billing period



My Account



Savings Center



Usage

Overview

Understand My Bill

Balance Due as of Sep 21, 2012

\$ 182.95

[Understand My Bill](#)

Due Date Oct 09, 2012

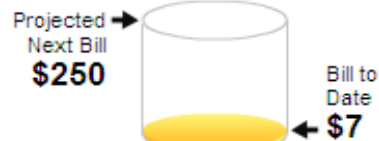
[View Bill](#)

If you need more time, you may be eligible for:
[Payment Arrangements](#)

[Pay Bill](#)

Projected Next Bill

Based on your average daily usage from Sep 19 to Sep 20.



[How is this calculated?](#)

31

Days remaining in bill period

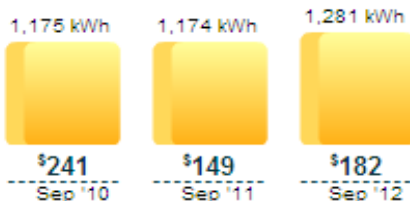
↑ \$141

Projected to be over your spending goal of \$109 [Edit](#)

[View Recent Usage](#)

Billed Usage closed on Sep 19, 2012

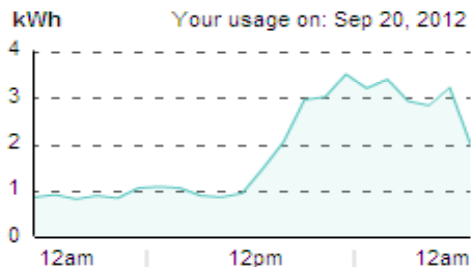
Comparing your usage year over year helps you see how changes affect your costs.



[Sep '12 in Detail](#)

Daily Usage

Making smarter energy choices can help decrease the amount due on your next bill.



[See Your Usage by Hour](#)



My Account



Savings Center



Usage

Hourly

Recent

Billed Months

Monthly Trend

Hourly

Sep 20, 2012

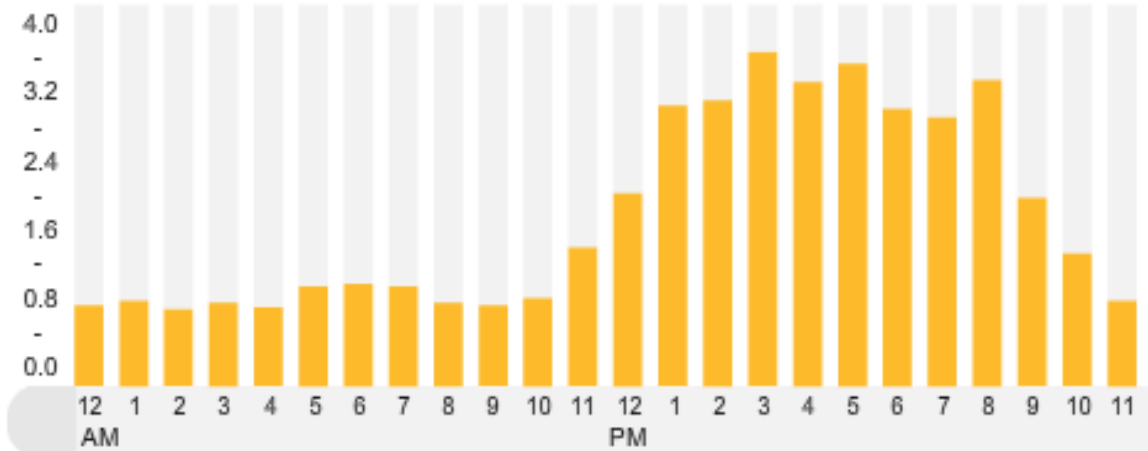
View another day:



Average Hourly Usage: 1.78 kWh

High Temp: 101°F

kWh



Roll over any bar to see more details

Weekday ■ Weekend ■

Chat

See Recent Usage

To chat, pop-ups must be allowed.

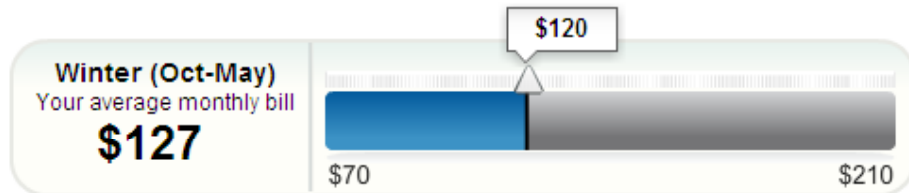
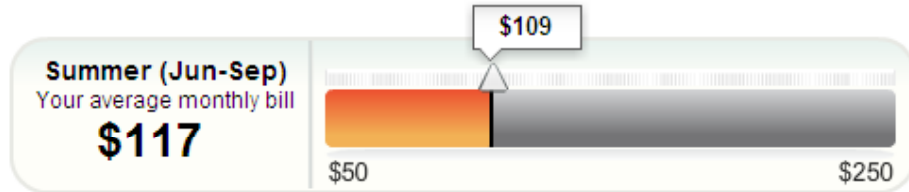
Edit Budget Assistant Settings

You can change or modify your settings and spending goal here.

Step 1. Use the slider tool below to set your electricity spending goal.

Your summer average is based on your available summer bills from the last 12 months and your winter average is based on your available winter bills from the last 12 months.

You are over your goal by **\$141.00**



Step 2. Select how you'd like us to notify you (please select one)

To update your contact information, visit [My Profile](#).

E-mail
 Text
 Phone
 Other

How often would you like to be notified?

Weekly

[I no longer wish to participate in Budget Assistant](#)

Save

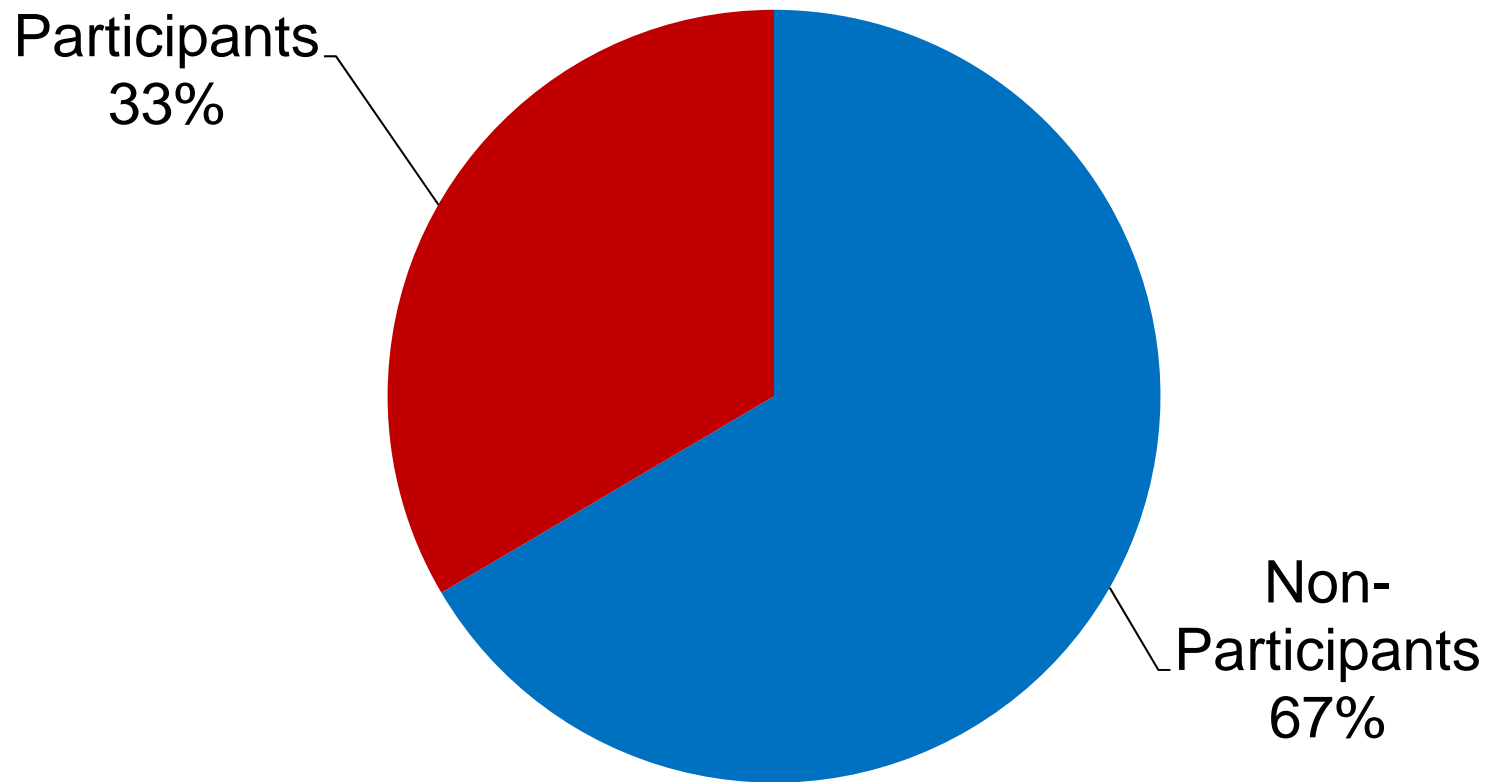
Purpose of Customer Inquiry Survey

- To establish a baseline of Edison SmartConnect[®] participants and non-participants and examine the differences in their program awareness, participation, and behavior with regard to energy use and the environment
- Survey areas of research include:
 - Who enrolls in programs?
 - Who participates in programs?
 - What do they do when they participate?

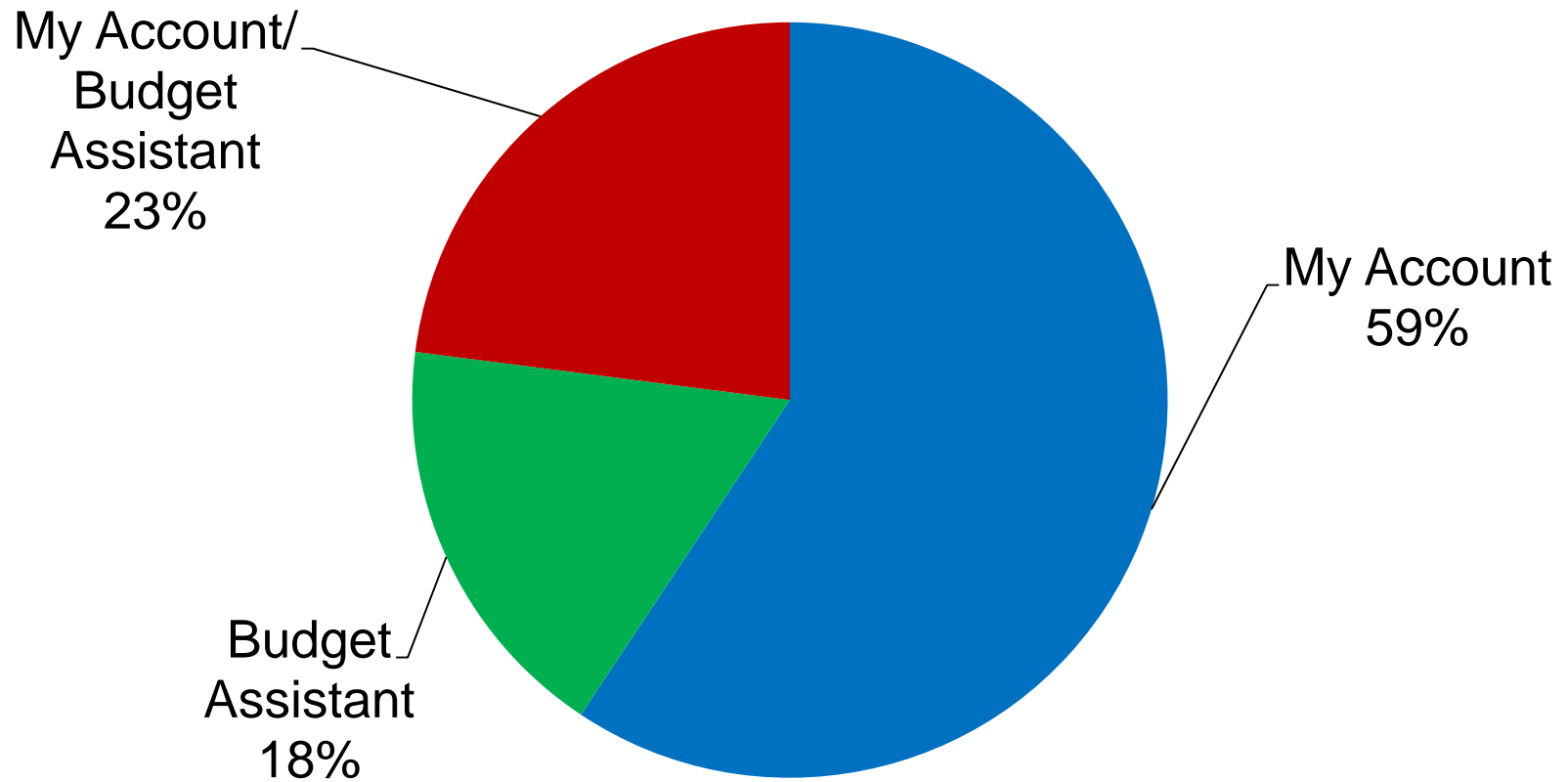
Participants and Non-Participants

- ***Population of Study*** - Surveyed customers are selected from SCE residential customers located in the Whittier, Foothill, and Wildomar districts who have been cut over to operations (COTO)
- ***Participants*** – customers who have signed up for My Account or have My Account and participate in Budget Assistant
- ***Non-Participants*** – not enrolled in My Account or Budget Assistant and were matched to participants based on energy consumption profiles and geographical locations

Population of Three COTO Districts (Total Population = 381,572)



Program Participation of COTO Customers in Three Districts



Sample, Strata and Completes

- 18 strata were developed by meter district, program, and electricity usage level
- **District** (first three districts to be cut over to operations)
 - Whittier
 - Foothill
 - Wildomar
- **Program**
 - My Account (MA) only
 - My Account and Budget Assistant (MA/BA)
 - Non-Participants (NP)
- **Electricity usage level**
 - High (top 30% based on average monthly usage)
 - Low
- 1,651 survey completes (824 Parts and 827 Non-Parts)

Selected Survey Results

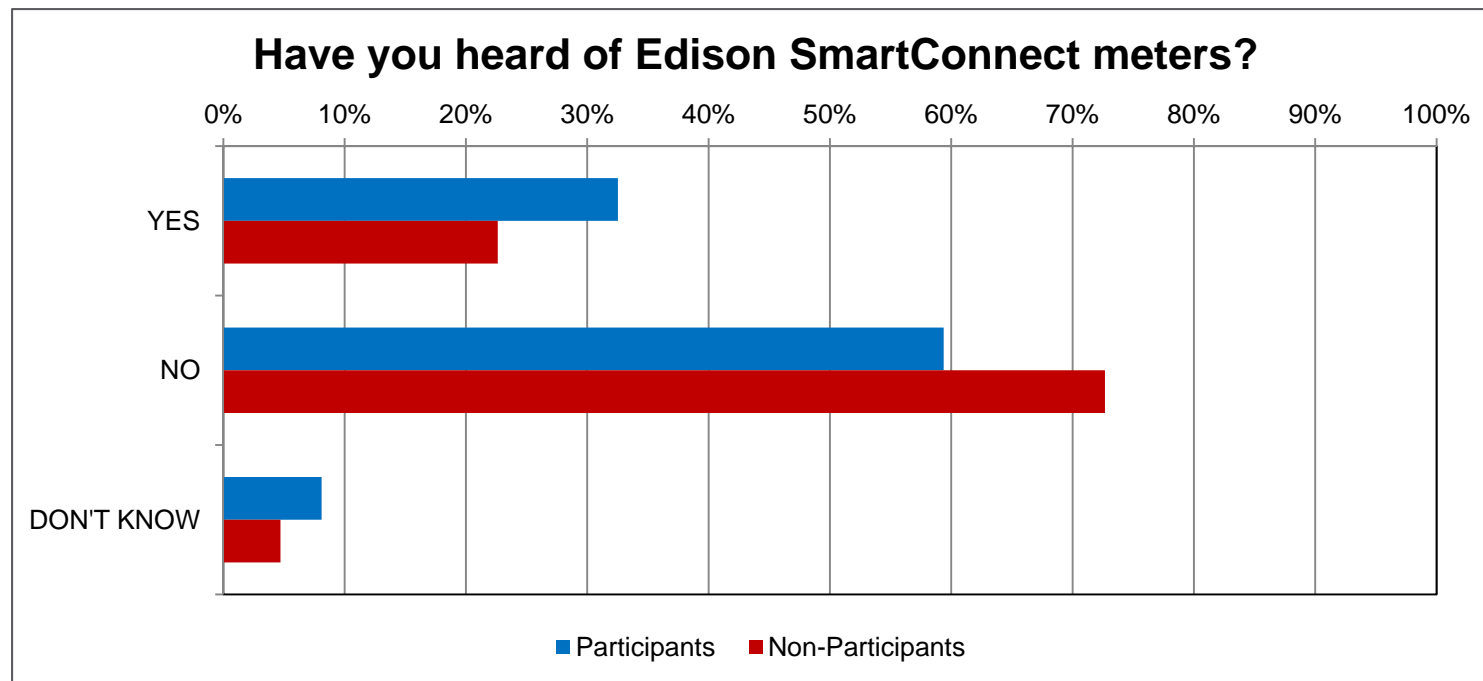
Survey results that follow are population weighted by strata

Non-Participants Compared to Participants

- Findings from the customer inquiry survey showed that non-participants tend to:
 - Occupy higher age brackets
 - Indicate less computer or technological expertise
 - Have lower levels of education
- ...than their participant counterparts

Awareness of SmartConnect Meters

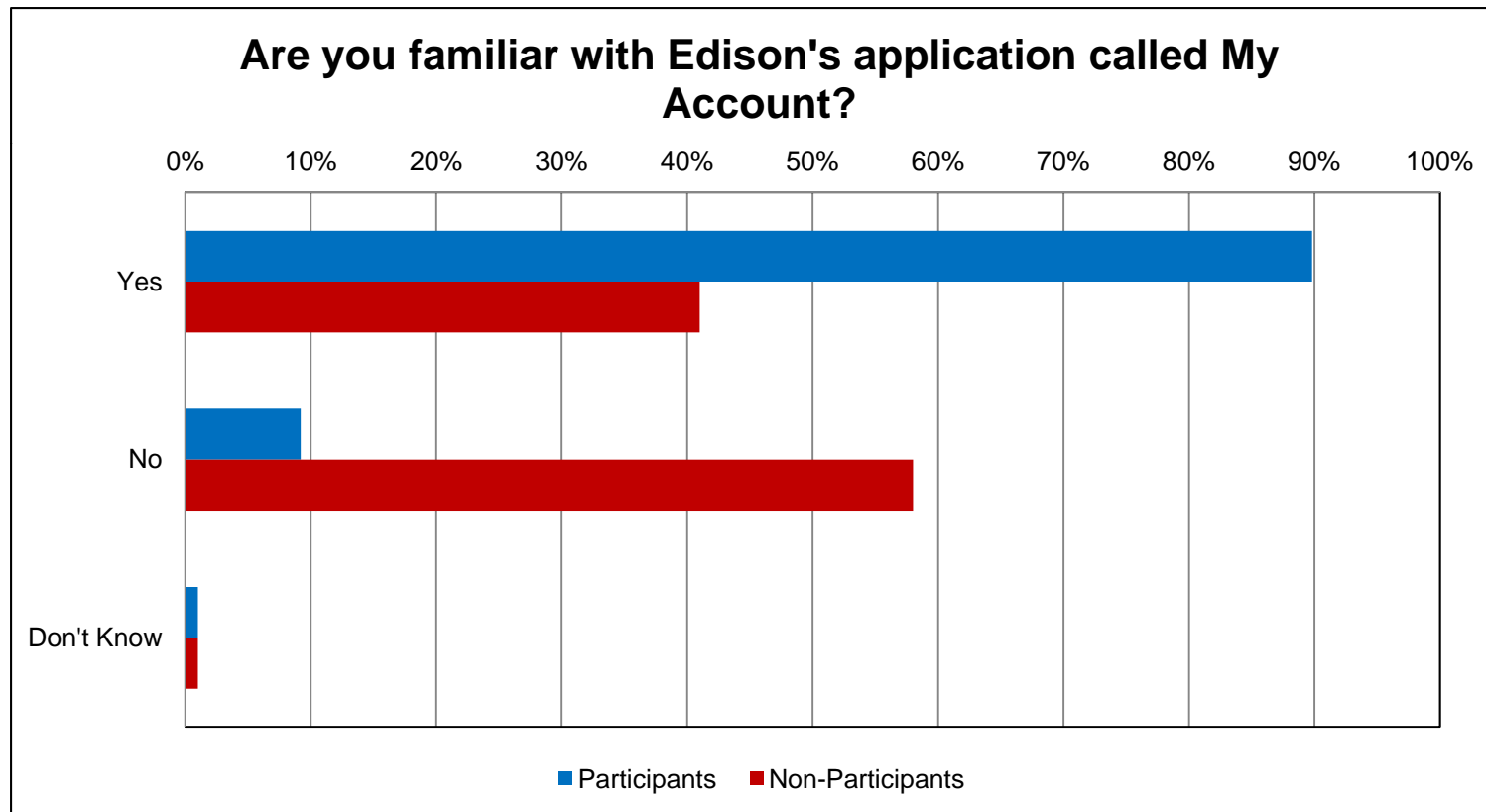
- Higher proportion of participants have heard of SmartConnect meters than non-participants (32.5% versus 22.6%)
- Close to 60% of participants have NOT heard of these meters even though they are participating in SmartConnect meter-enabled programs.



n = 1651

Awareness of My Account

- Approximately 90% of participants and 40% of non-participants are familiar with My Account



n = 1649

Reasons Customers Signed Up for My Account

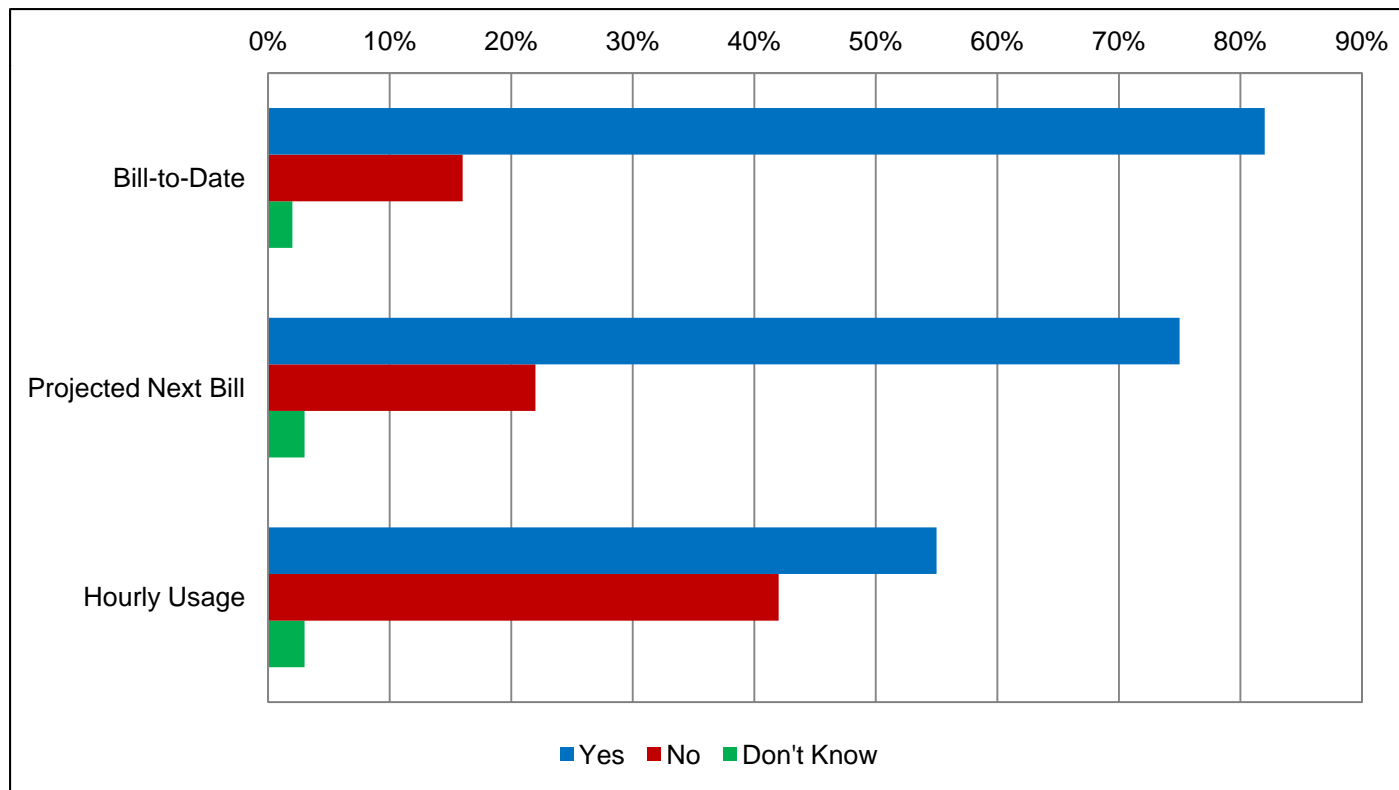
- 671 respondents with My Account were asked why they signed up
- Most common answer was convenience of paying bill online

Why did you decide to sign up for My Account?	Participants
Convenience of paying bill online	75%
To see how much energy I use per month	23%
To see how much I owe on my monthly electricity bill	19%
To see a forecast of how much my monthly bill is expected to be	11%
To get energy saving tips	9%
To learn about energy saving programs offered by Edison	8%
To access Budget Assistant online	7%
To receive Save Power Day Incentive alerts from Edison	6%
Incentive for signing up	2%
Don't Know	2%

* Multiple responses accepted

Awareness of Web Presentment Tools

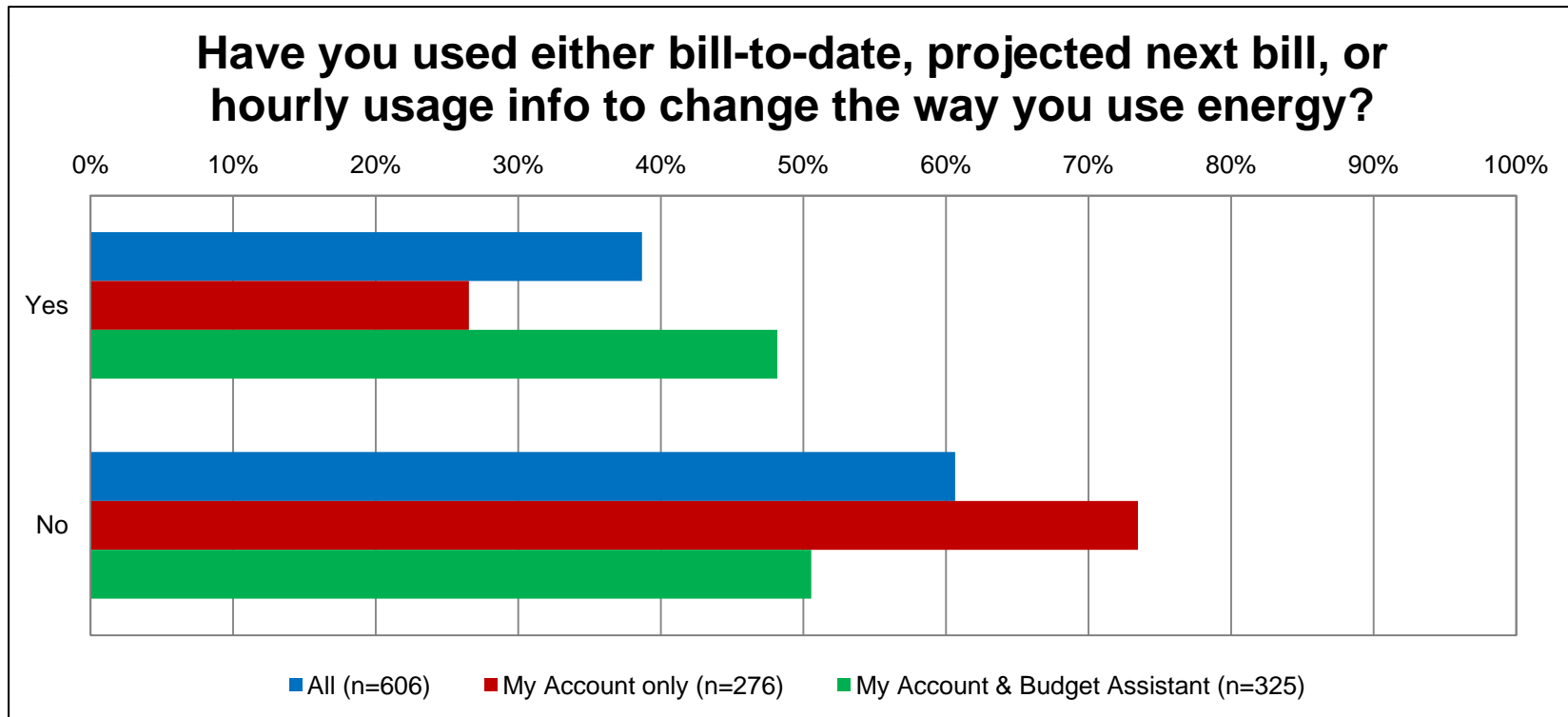
- Of My Account participants who were asked about the different web presentment tools, most were aware of the Bill-to-Date feature (82%) followed closely by Projected Next Bill (75%). Fewer were aware of the Hourly Usage feature (55%).



n = 671

Changes in Energy Use Based on Web Tools?

- Participants were asked if they use information from My Account to change the way they use energy – results show the Budget Assistant and My Account participants did so more than others.



* Percentage of those who do not know is 0.68% for All and 1% for My Account and Budget Assistant

Energy Use Behavior Changes Based on Web Tools

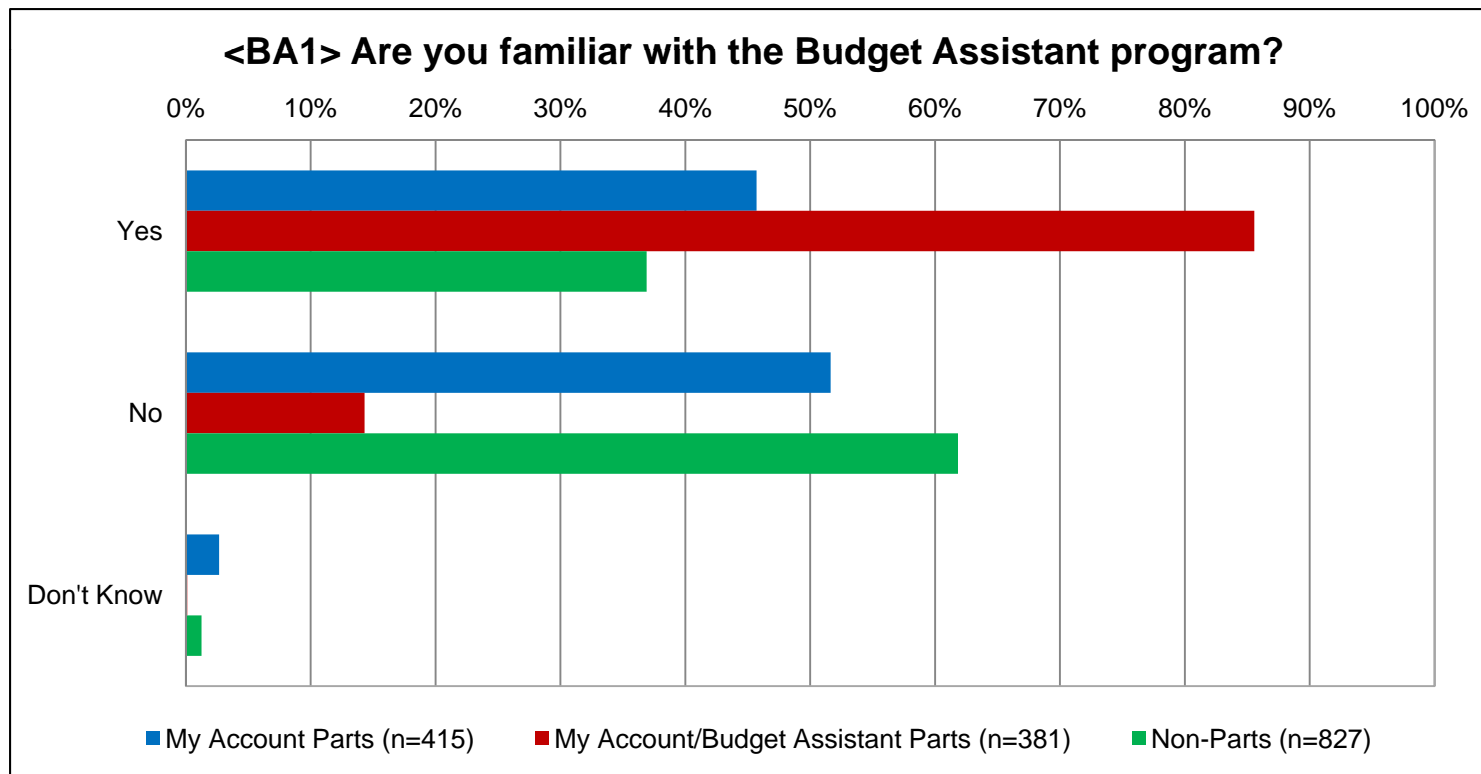
- Most common changes are to turn off lights when not in use and general reduction in energy use

How have you used the information from My Account to change the way you use energy?	Participants
Turn off lights when not using them	60%
Reduce overall use of electricity (general)	47%
Unplug electronics when not in use	38%
Rely less on air conditioning	35%
Fill dishwasher/clothes washer/clothes dryer completely before operating	35%
Use appliances less often	35%
Use appliances during off peak hours (at night or early morning)	35%
Switched incandescent bulbs to CFLs	34%
Turn off computer when not in use	34%
Rely less on electric heating	24%
Installed new energy efficient appliances	24%
Reduce hours of operation of pool pump	17%
Don't Know	2%
Other	1%

*Total of 250 respondents; Multiple responses accepted

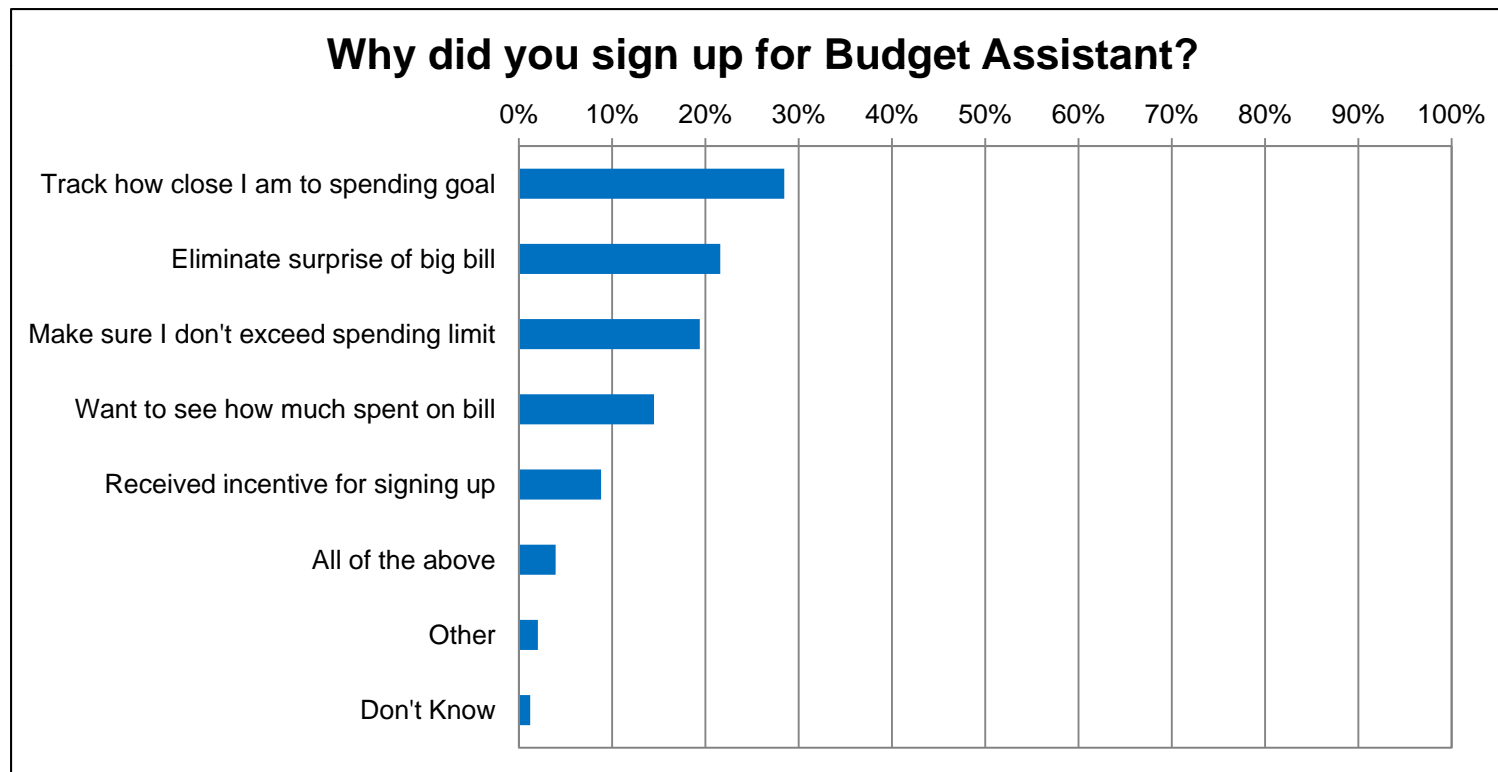
Awareness of Budget Assistant

- Over 85% of participants of both MA and BA are familiar with Budget Assistant, while close to 46% of MA only participants noted their familiarity with the Budget Assistant program. Far fewer non-participants (37%) are aware of Budget Assistant.



Why Customers Signed Up for Budget Assistant

- Budget Assistant participants were asked why they signed up. Most common answers were to track how close customers are to their spending bill and avoiding surprise of big bill



n = 250

My Account Survey Findings

- Participants primarily use My Account for the convenience of paying their electric bill online.
- My Account users are more aware of Bill-to-Date and Forecasted Next Bill than Hourly Usage
- Approximately 40% of participants reported that they changed the way they use energy based on the information received from My Account
- Most common changes in energy use based on My Account information include:
 - Turning off lights when not in use (75%)
 - Overall reduction in energy use (47%)

Budget Assistant Survey Findings

- Over 85% of participants of both My Account and Budget Assistant are familiar with Budget Assistant – those who were not may not realize or remember they are signed up for it
- Close to 65% of ALL participants noted their familiarity with the Budget Assistant program
- Far fewer non-participants (37%) are aware of Budget Assistant
- Participants use Budget Assistant mostly to track how close they are to their set spending limit and avoiding surprise of big bill

Additional Findings

- Participants enrolled in both Budget Assistant and My Account tend to use Edison SmartConnect[®] programs more than My Account only participants
- Edison SmartConnect[®] programs are primarily accessed through the use of computers and smart phones
- Non-participants tend to be older, have lower income, and rely less upon computers and newer technologies than participants

Implications

- SCE can consider increasing participation of non-participants by generating awareness of other delivery channels for Edison SmartConnect[®] programs
 - Customers can access My Account information by calling SCE's Customer Service Center
 - Graphs that depict daily energy usage over the month and average hourly usage could be provided to these customers by other means (e.g., as bill inserts)
 - Budget Assistant program does not require use of the Internet and can be advertised as a way for these subset of customers to save energy and money



Save the Dates

Jan. 28-31, 2013

AESP's 23rd National
Conference & Expo
Orlando, FL

Apr. 29-May 1, 2013

AESP's Spring Conference
Dallas, TX

For more information - www.aesp.org

