LIFE Webinar Series

State of Today's Energy Consumer

Nathan Shannon, Deputy Director
Smart Energy Consumer Collaborative

April 14, 2020

1:30 p.m. – 2:30 p.m.

NEW YORK STATE OF OPPORTUNITY. | Low-Income Forum on Energy

Mission Statement

Working to help low-income New Yorkers address energy issues.

LIFE, the Low-Income Forum on Energy, is a unique statewide dialogue that brings together organizations and individuals committed to addressing the challenges and opportunities facing low-income New Yorkers as they seek safe, affordable and reliable energy.

Supported by the New York State Public Service Commission and the New York State Energy Research and Development Authority (NYSERDA), the LIFE dialogue encourages an interactive exchange of information and collaboration among the programs and resources that assist low-income energy consumers.

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Webinar Series, Newsletter, Social Media

> **Monthly webinars**
- **Thursday, May 21, 2020 – 1:30-2:30pm ET (registration to open soon)**
  LGBTQ+ People and Utilities: Intersecting Issues
- **Wednesday, June 17, 2020 – 1:30-2:30pm ET**
  Extending the Benefits of Nonresidential Energy Efficiency to Low-Income Communities
- **Register at nyserda.ny.gov/LIFE-Webinar-Series**

> **Monthly electronic newsletter**
- **Sign up at nyserda.ny.gov/LIFE – "Join the email list"**

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> **Contact LIFE**
  - **Phone: 866-697-3732 – Request "Low-Income Forum on Energy"**
  - **Email: LIFE@nyserda.ny.gov**

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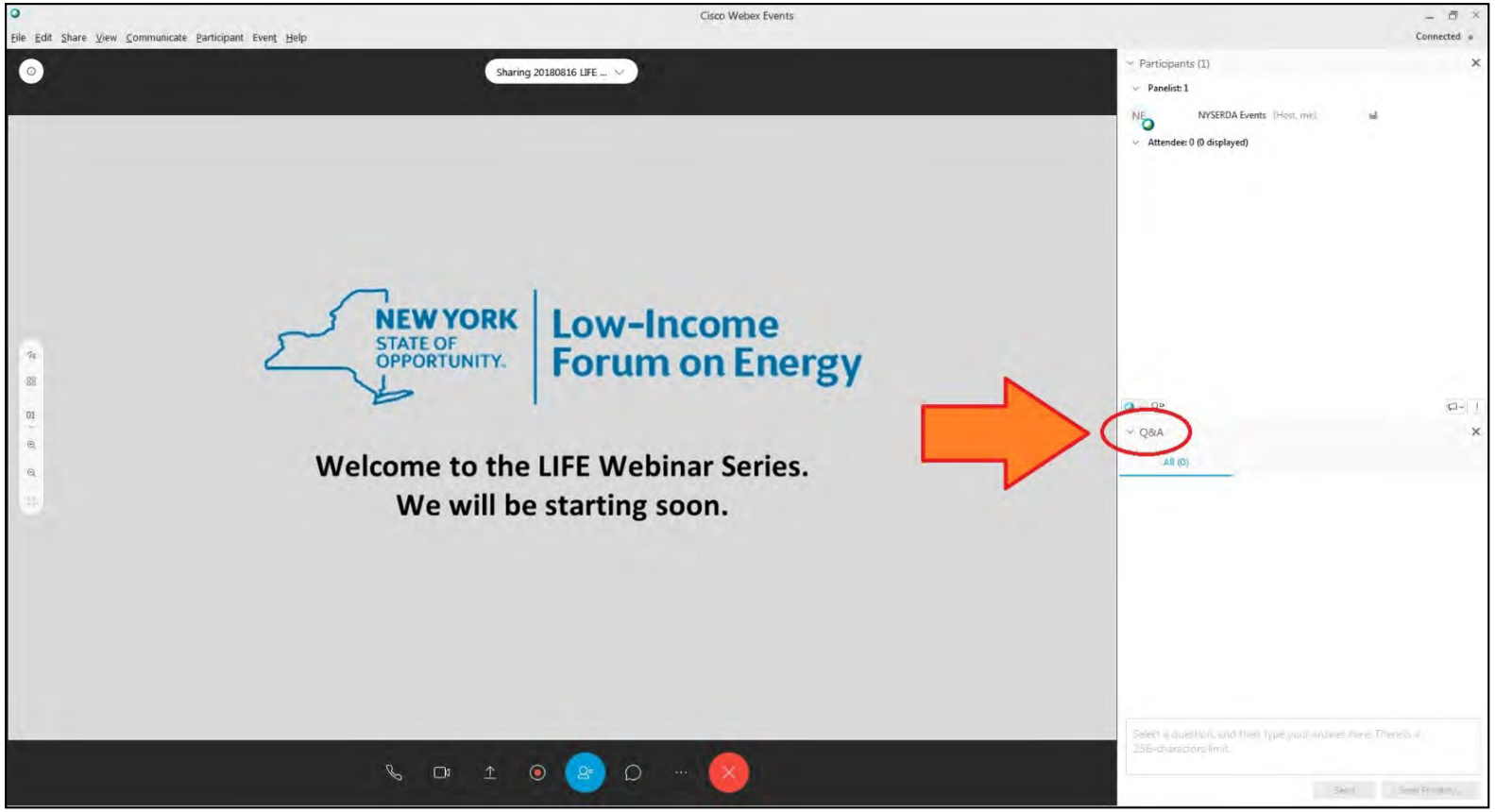
Asking Questions During Today's Webinar



> **Click on the small arrow to the left of Q&A to open the text field.**

> **Type your question into the text field and click "send."**

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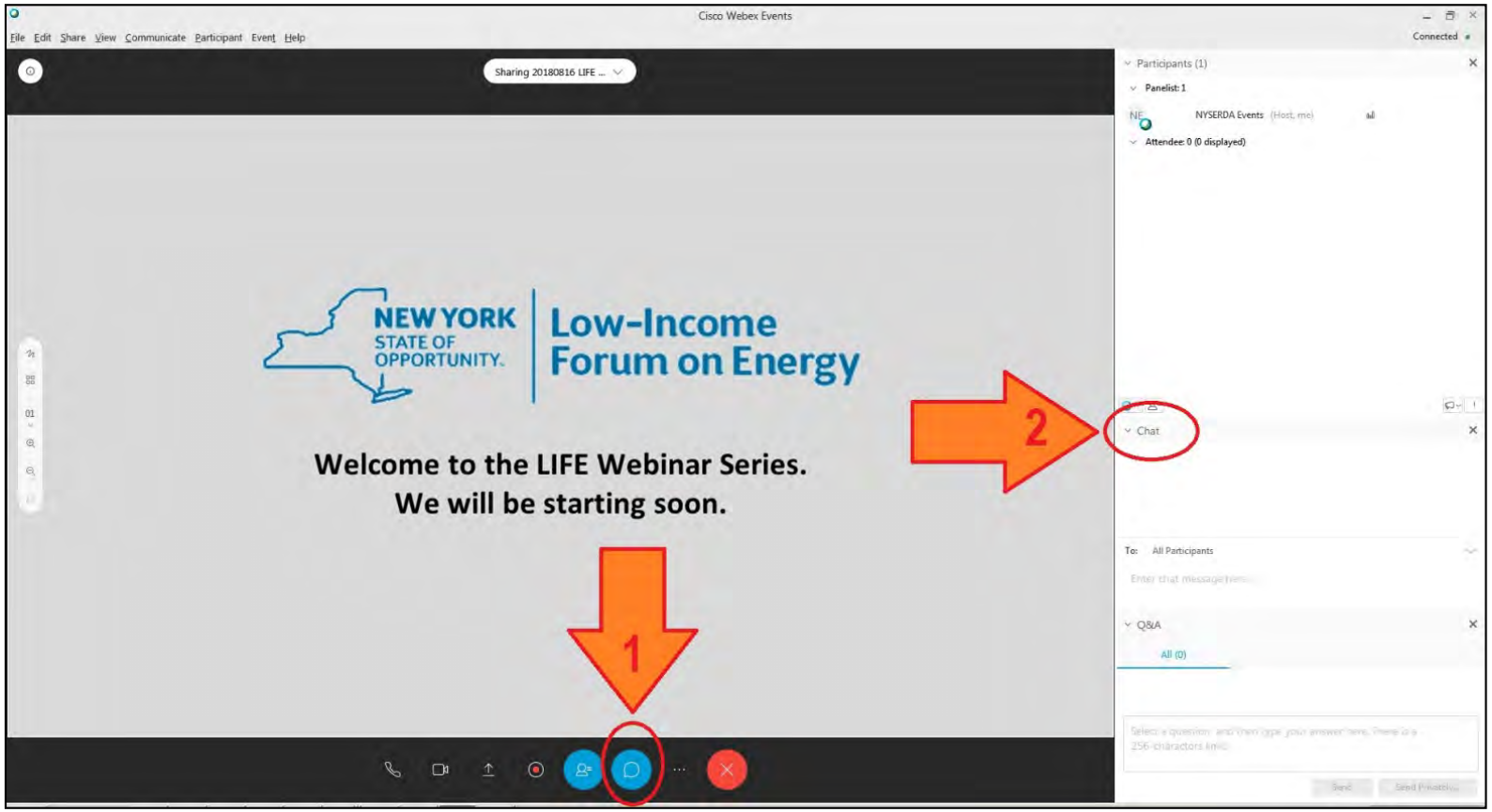
Technical Difficulties or Contacting the Host



> Click on the "Chat icon on the bottom menu to activate the chat function.

> The chat function will appear in the middle right portion of your screen.

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CONSUMER COLLABORATIVE

State of Today's Energy Consumer

LIFE WEBINAR SERIES--April 14th

Nathan Shannon, Deputy Director

Smart Energy Consumer Collaborative

Who Is SECC?

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Snapshot: What We Do

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Listen

Educate

Collaborate

Research Inputs

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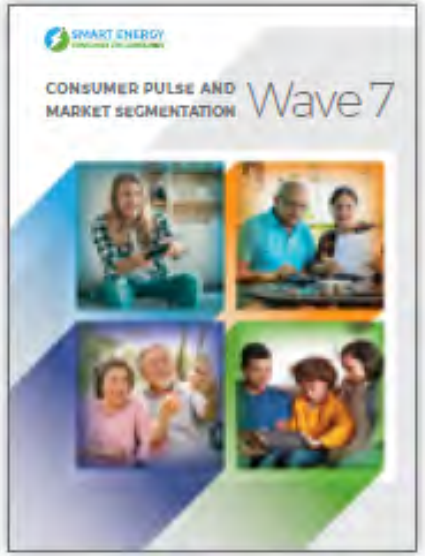

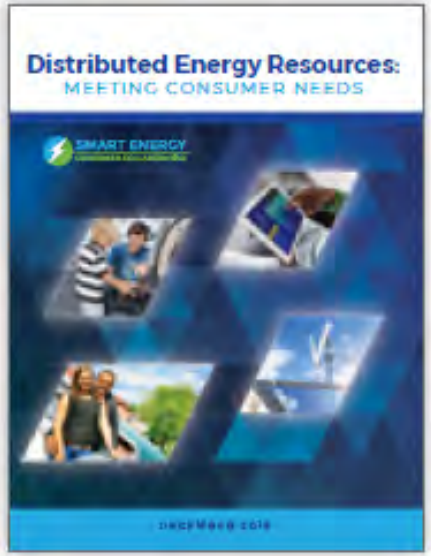

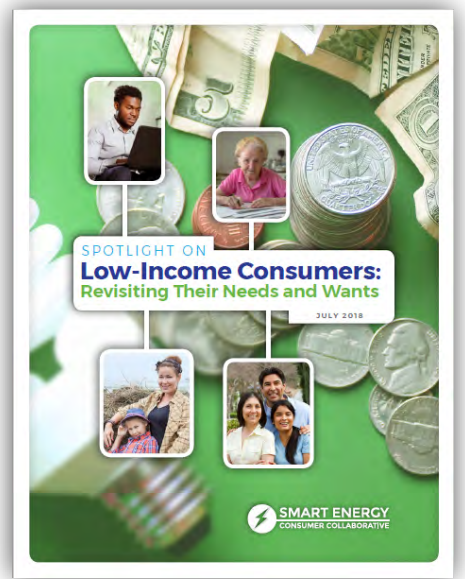

Theme One

Consumers are more ready than ever to engage in energy.

How Is Sustainability Valued Today?

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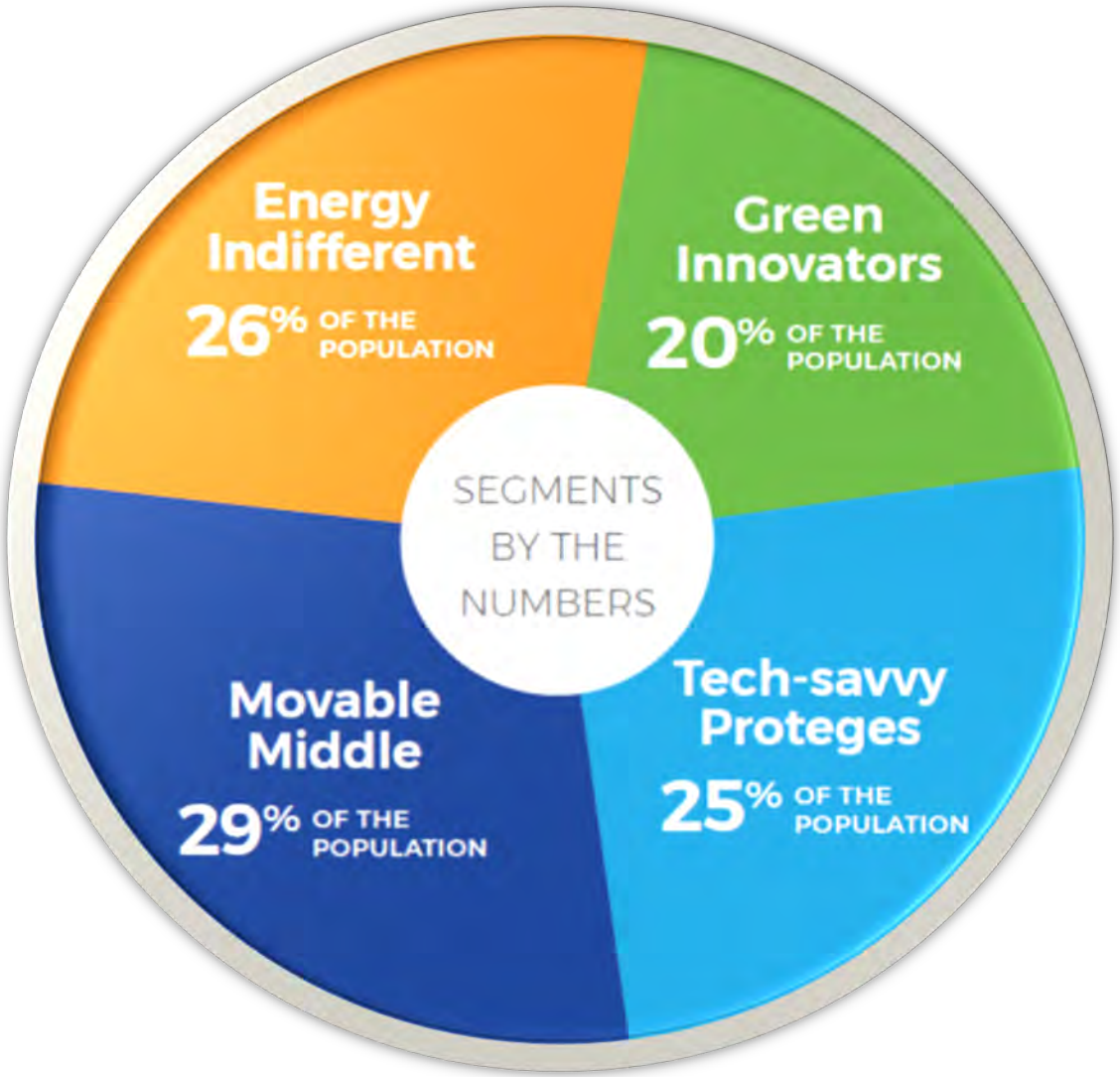
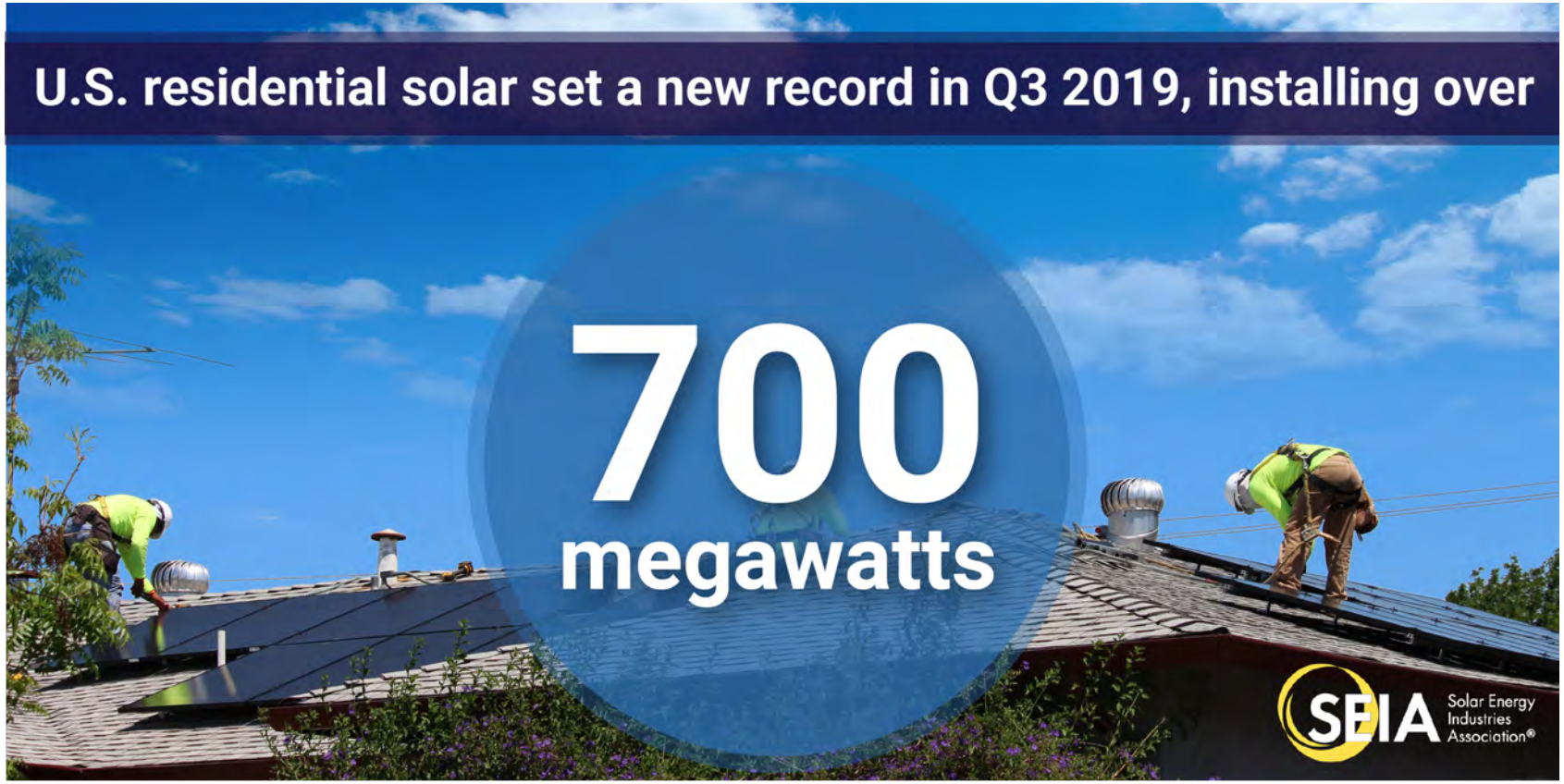


How Fast Is Fast?



Is There Interest in Time-Varying Rates?

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Relative Rate Preference	Green Innovators (n=278)	Tech-savvy Proteges (n=392)	Movable Middle (n=262)	Energy Indifferent (n= 206	Total (n=1138)
Alternative Rate	68%	62%	46%	45%	57%
Standard Rate	32%	38%	54%	55%	43%

Theme Two

Segmentation remains essential in a digital world.

Spectrum of Attitudes

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Green Innovators | **Tech-savvy Proteges** | **Movable Middle** | **Energy Indifferent**

MORE FAVORABLE ← → LESS FAVORABLE

MORE FAVORABLE	LESS FAVORABLE
Energy is on their mind	Energy not a priority
Tech savvy	Tech wary
Few barriers	Many barriers
Financial capacity	Limited financial capacity
Dependency on electricity	Low/static usage

The Green Innovators

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***Energy Perspective*: Strongly value sustainability.**

- **Energy efficiency is very important to them.**
- **Top two reasons to be energy-efficient:**
  - Money I can save
  - Environmental benefits
- **Own smart devices**
  - Smart thermostat (21%)
  - Smart speaker (30%)

The Tech-savvy Proteges

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Energy Perspective: Receptive to changing energy habits

- **Energy efficiency is important, but not at the expense of their technology or comfort.**
- **Have the highest average energy bills.**
- **Most likely to frequently be in contact with their energy provider.**

The Movable Middle

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Energy Perspective: use technology, but not dependent upon it.

- **Not tuned-out but not highly engaged – they're the center of the bell-shaped curve in almost every way.**
- **Values and beliefs are in line with national averages.**
- **Motivated by saving money and have slightly below average energy bills.**

The Energy Indifferent

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Energy Perspective: Rejectors of environmental concerns

- **Traditionalists at heart.**
- **Lowest technology ownership rates.**
- **Not interested in energy programs**

Theme Three

Energy engagement is fundamentally a journey for both society and individuals.

Moving Beyond Transactional Approach

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THE DISENGAGED

- Little /no engagement
- No Investment
- Little/no interest

THE FIRST STEPPERS

- Some engagement
- Small Investment
- No plan to do more

THE INVESTOR

- Engaged & empowered
- Financial commitment
- A path to do more

Where Are We Going?

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The era of transaction services is over, and the age of the relationship journey is here.

- ❑ **Personalize and contextualize services**
- ❑ **Help consumers meet *their* goals**
- ❑ **Empower consumers to control their journey**

Start Small and Help!

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THE DISENGAGED

- Little /no engagement
- No Investment
- Little/no interest

1. Customer satisfaction is fundamental.
2. Make energy-related actions easy and barrier-free.
3. Open an additional communication channel.

Theme Four

Consumer expectations are shaping the future.

Digital Expectations Cross Segments

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amazon.com

NETFLIX

lyft

CHASE

What Are Consumers' Expectations for DERs?

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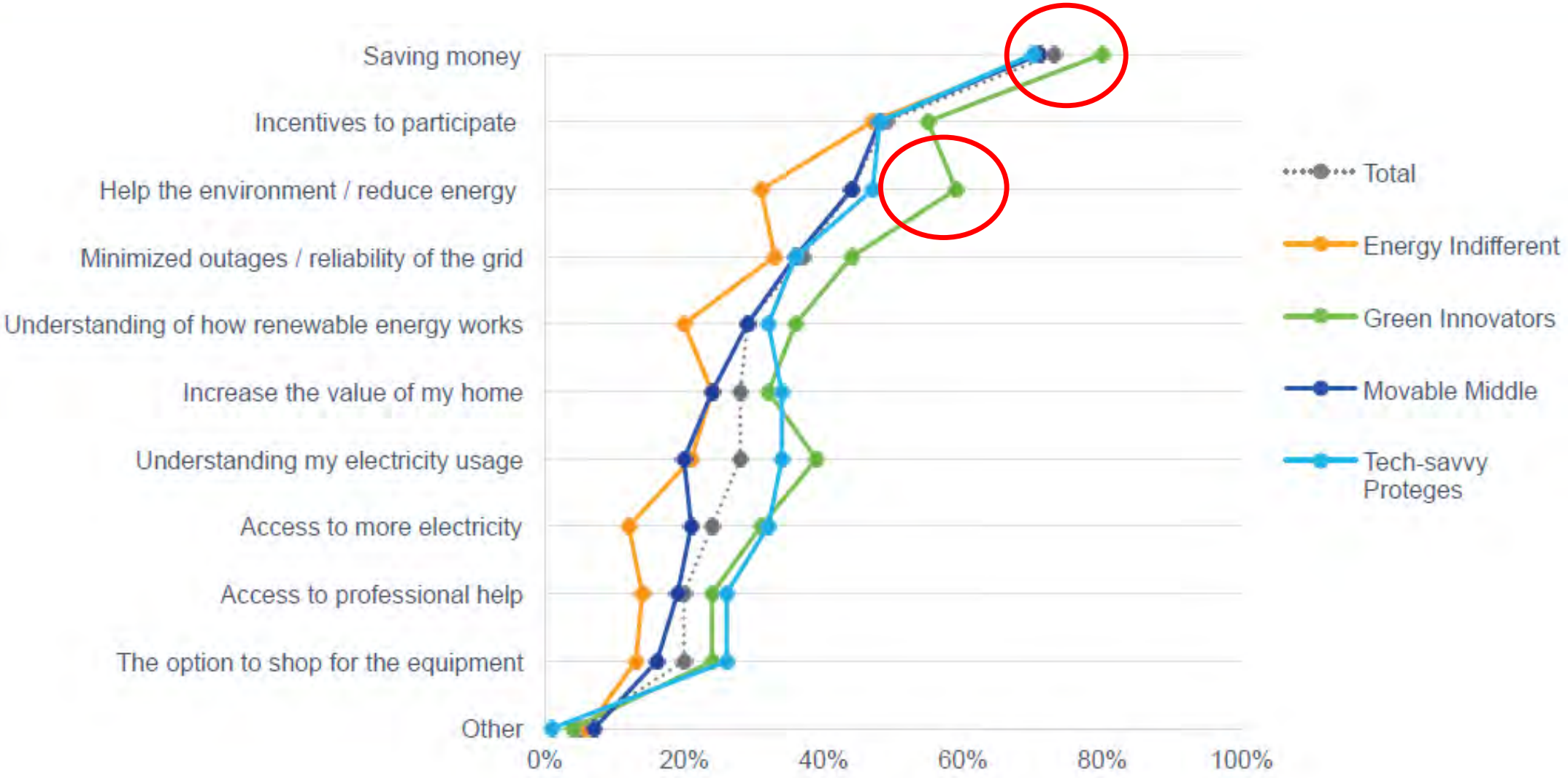

Case Study: SMUD Energy Store

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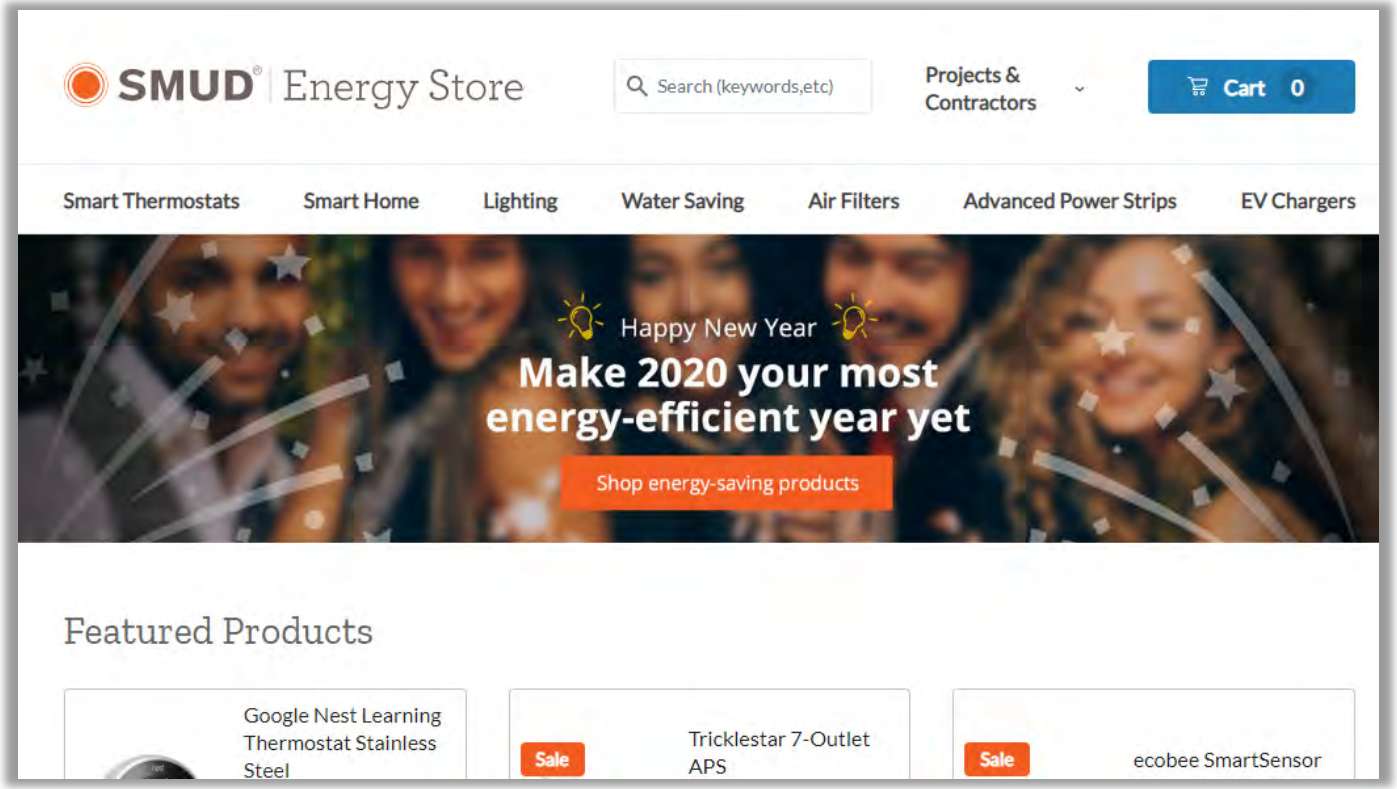
SMUD used segmentation, customer research and technology to launch successful e-commerce marketplace.



Theme Five

Education remains a clear, strategic opportunity to increase energy engagement.

Do Consumers Understand Energy Rates?

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Residential Awareness of Rate Plans by Segment

Electric Rate Plan Type	Green Innovators (A) (n=278)	Tech-savvy Proteges (B) (n=392)	Movable Middle (C) (n=262)	Energy Indifferent (D) (n=206)
Flat	71%	61%	62%	62%
Time-of-Use	40%	37%	33%	33%
Tiered Progressive	20%	20%	20%	20%
Variable Peak Pricing	18%	21%	15%	19%
Demand Pricing	14%	13%	15%	11%
Real-Time Pricing	18% D	14%	15%	9% A
Tiered Regressive	7%	8%	9%	4%
Electric Vehicle Rate	9%	5%	4%	4%
None	13% B C E	23% A	25% A	23% A

SECC's Education Resources

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Questions & Contact Info

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Join Us

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