

# CUSTOMER BEHAVIOR AND ENGAGEMENT IN A SMART GRID PILOT

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BEHAVIOR, ENERGY & CLIMATE CHANGE  
CONFERENCE (BECC)

**DANA MAX**  
NAVIGANT

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NATIONAL GRID

OCTOBER 21, 2016

**nationalgrid**

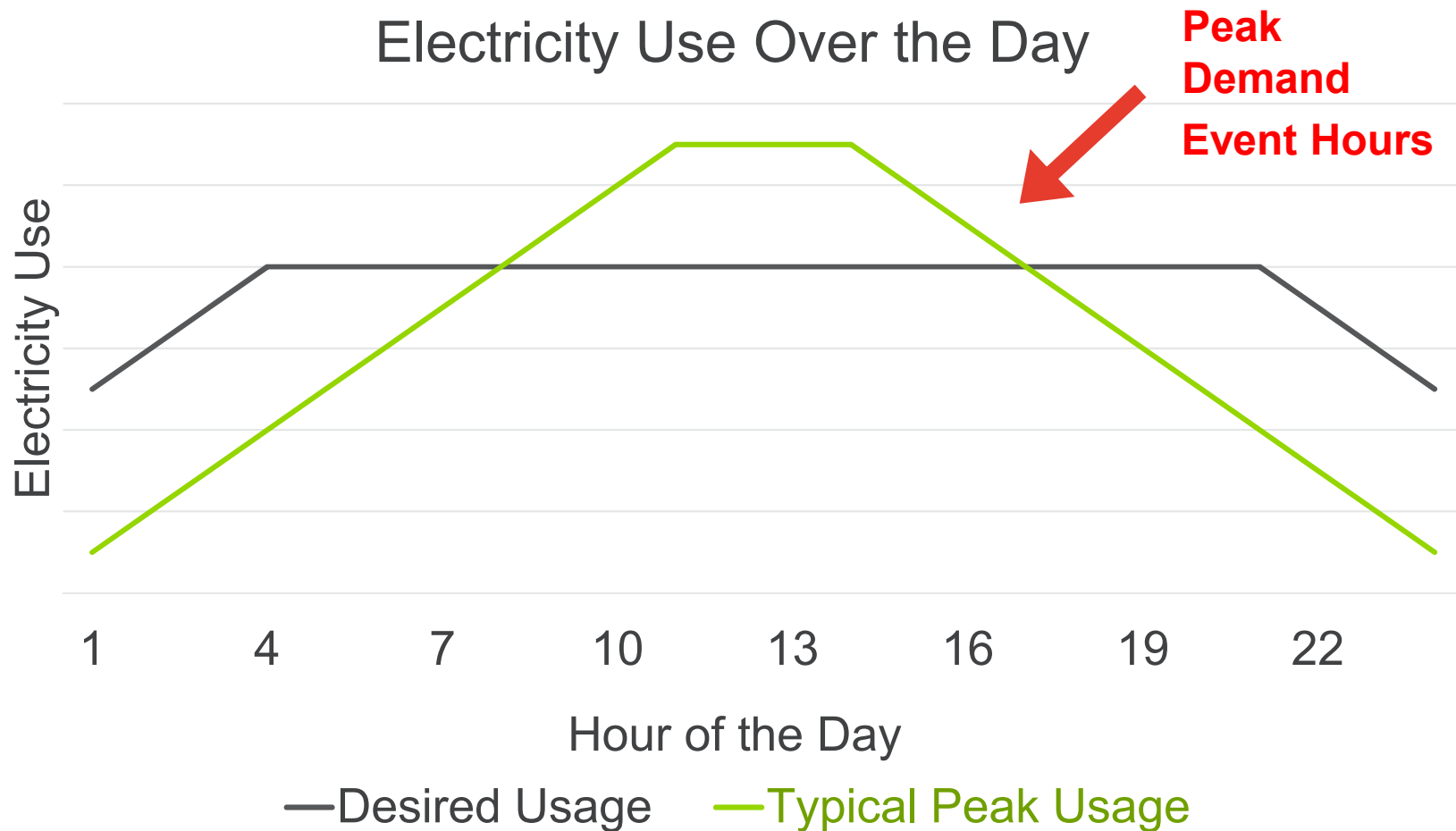
HERE WITH YOU. HERE FOR YOU.

**NAVIGANT**

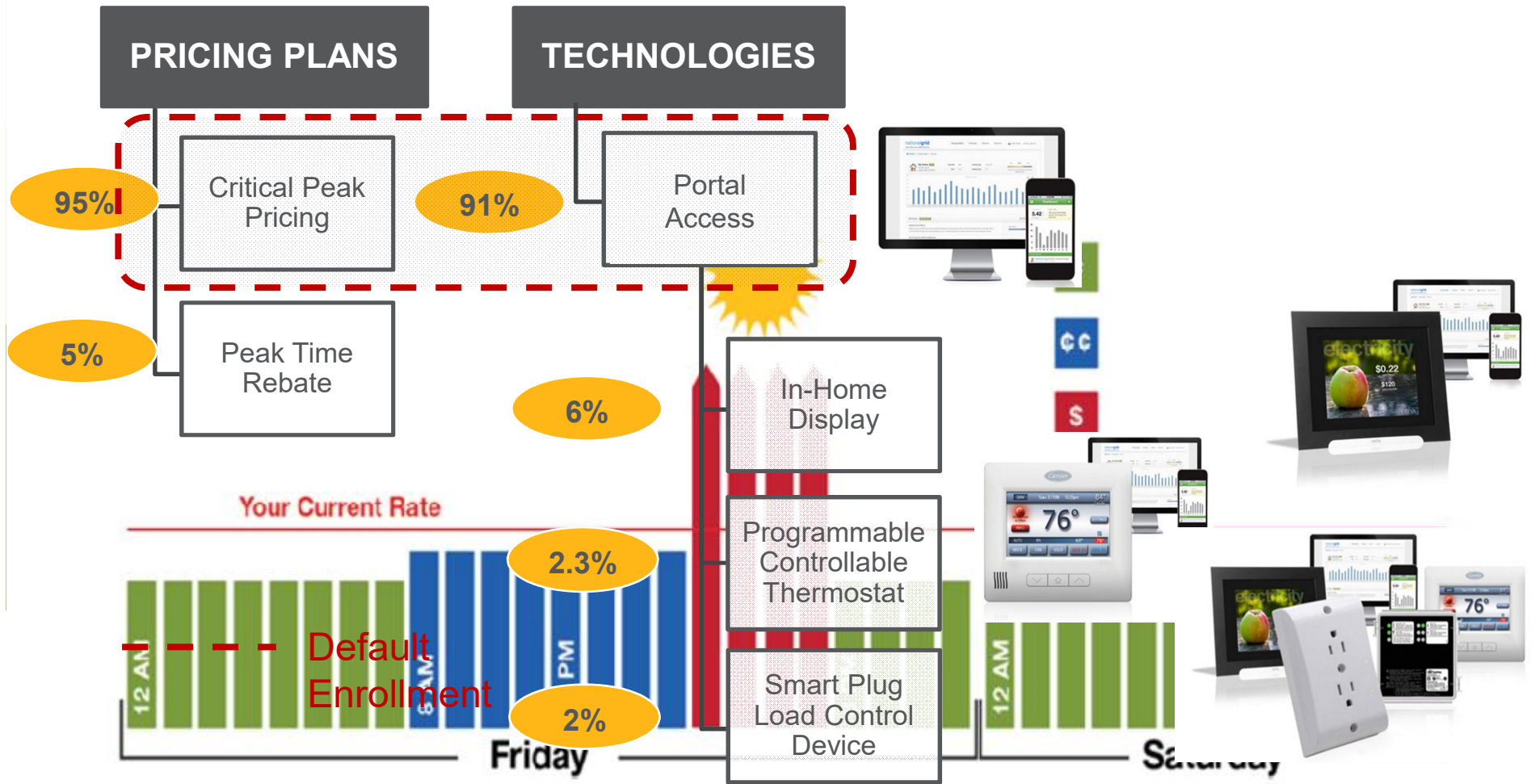
# WHY I AM HERE TO TALK TO YOU...



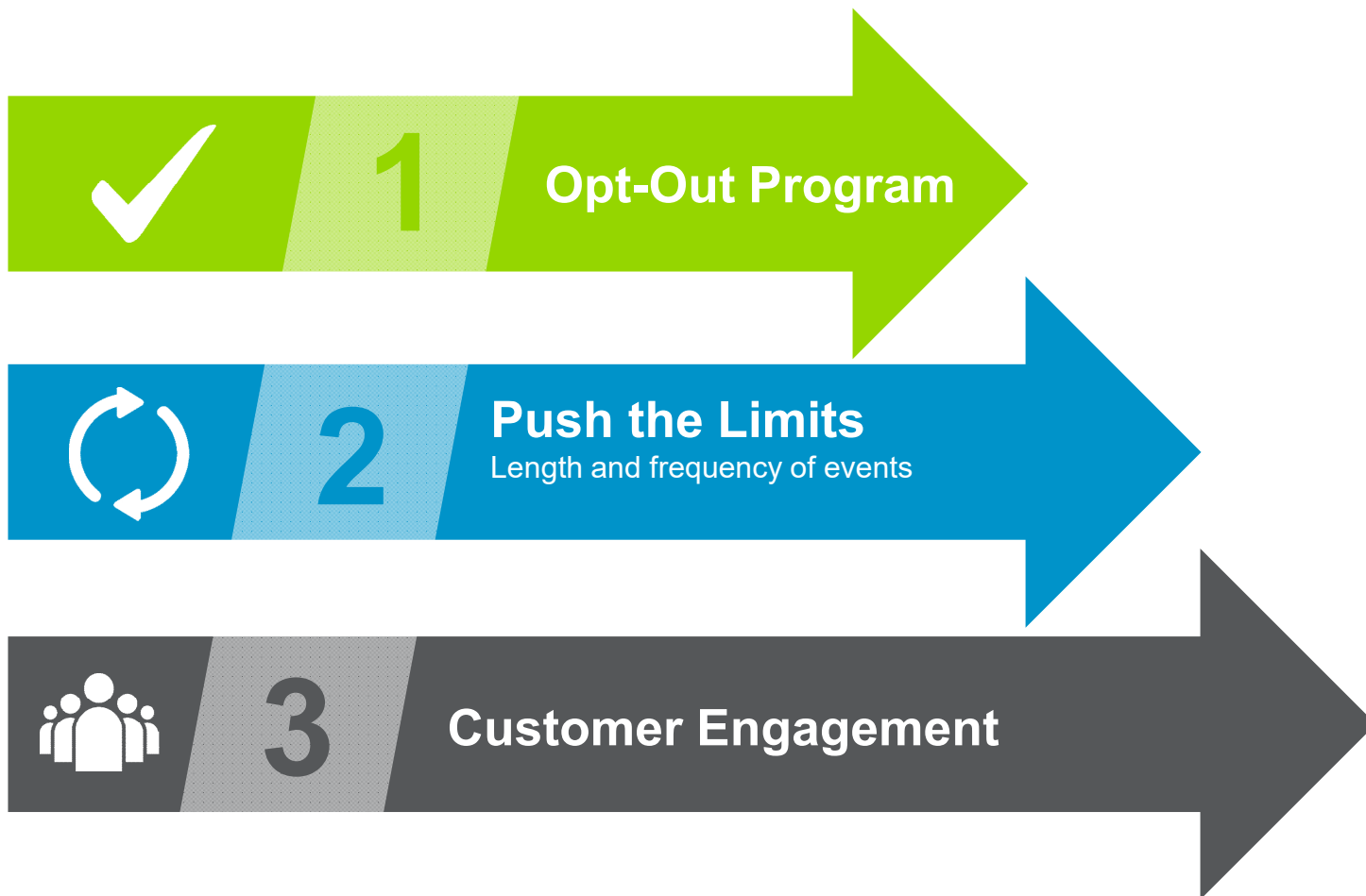
## GOAL OF DEMAND RESPONSE



# BASIC STRUCTURE OF THE SES PILOT



## THREE UNIQUE CHARACTERISTICS



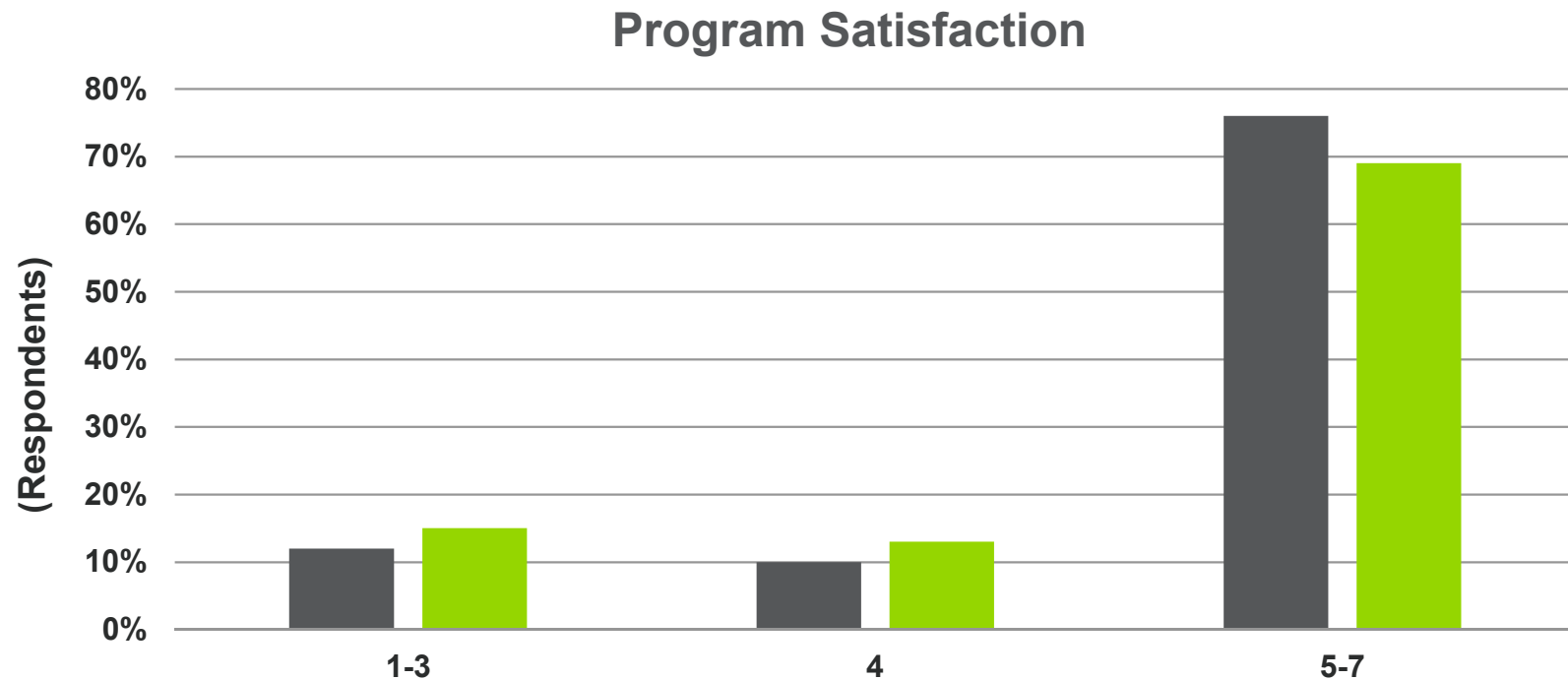
98% retention rate  
in 2015

## PUSHED THE LIMITS

Summer 2015	Summer 2016
<b>20 Events</b>	<b>20 Events</b>
<b>9 8-hour events</b>	<b>10 8-hour events</b>
<b>17 days part of multi-day events</b>	<b>16 days part of multi-day events</b>

# PUSHED THE LIMITS

Program satisfaction barely affected after several back-to-back 8-hour long events



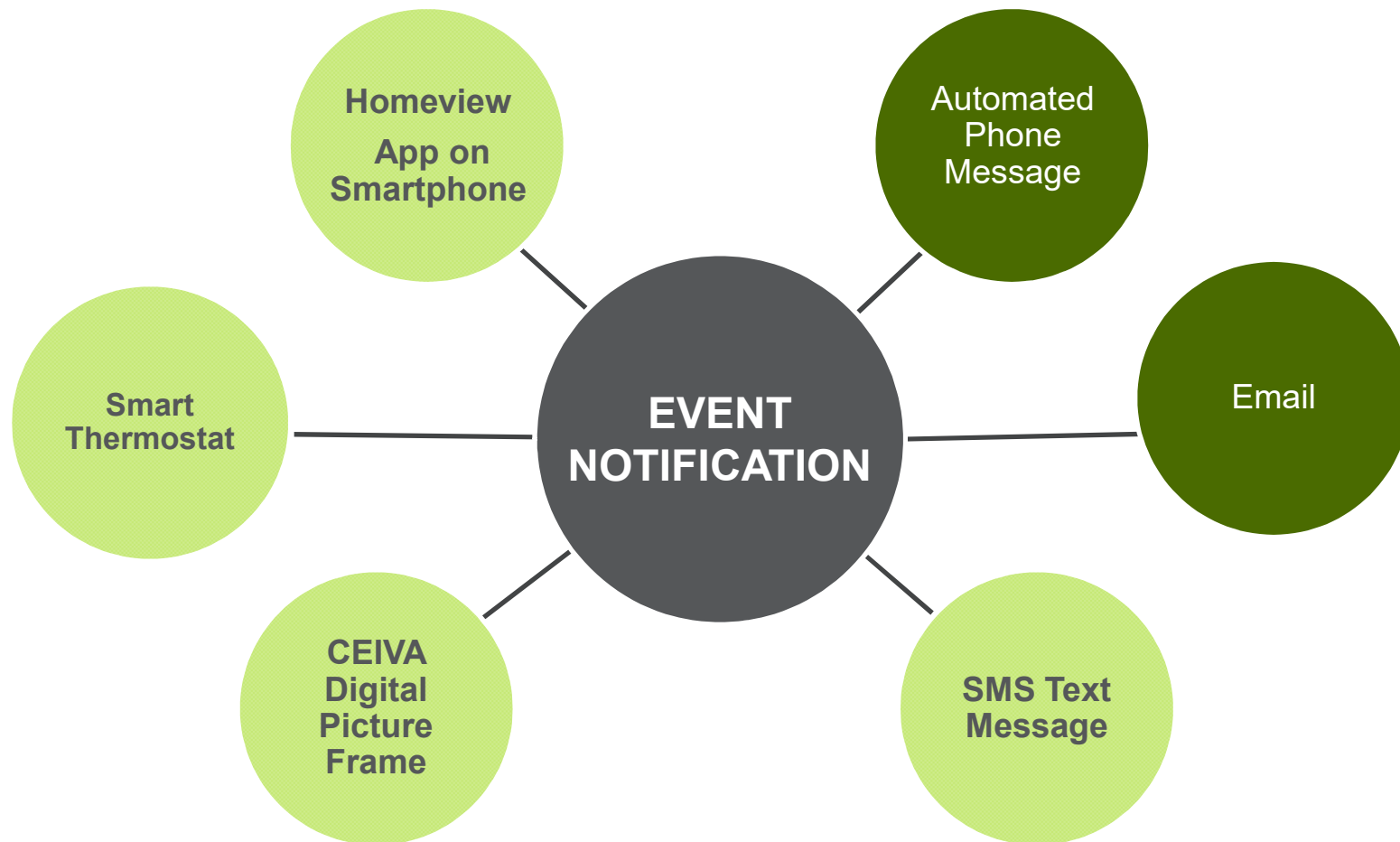
**Program Satisfaction Scale of 1 to 7**  
1 = Low Satisfaction, 7 = High Satisfaction

(Source: Navigant)

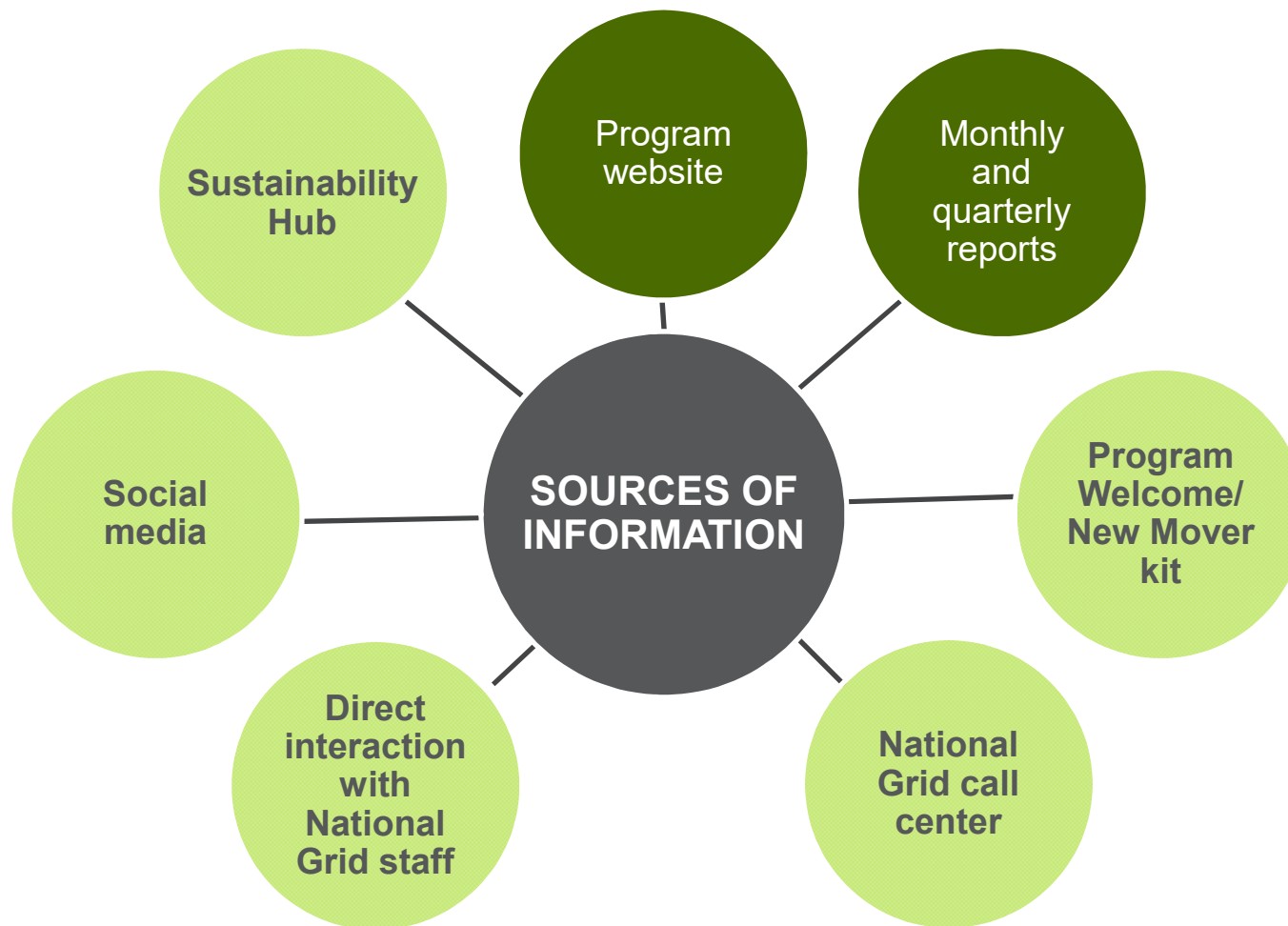
■ After 2 Events ■ After 11 Events



# EVENT NOTIFICATION CUSTOMER ENGAGEMENT



## EDUCATION CUSTOMER ENGAGEMENT



## EDUCATION

# CUSTOMER ENGAGEMENT

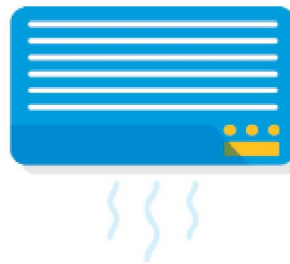
### Cool Your Home without AC

Don't have an AC? Here are energy efficient ways to keep your house cool this summer.



#### Open the windows and blinds at night

Use wind as natural ventilation during nights to let in cool air, and close blinds during the day to block sun from coming in.



#### Get the right window unit

Look for an ENERGY STAR® certified AC window unit. Also, consider buying a programmable AC so you can turn it down or off for Peak Events.



#### Invest in fans

Fans create a wind chill effect cooling the air temperature around you. Fans cool people, not rooms, so make sure to turn them off when you leave a room.

### What appliances did you avoid using during the Event?

Summer	Reported # of Unused Appliances During Event
2015	2.2
2016	3.7

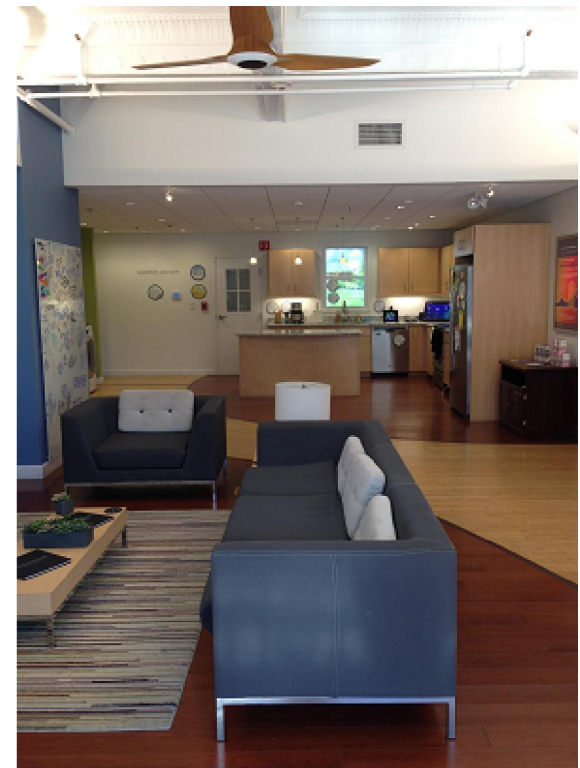
(Source: Navigant)

## SUSTAINABILITY HUB CUSTOMER ENGAGEMENT

7,800+ customers have come into the Hub and there have been 500+ meetings in the community room



(Source: National Grid)



# NATIONAL GRID'S SMART ENERGY SOLUTIONS PILOT

An **interim report** can be found at:  
[http://web1.env.state.ma.us/DPU/FileRoomAPI/api/Attachments/Get/?path=10-82%2fNGrid\\_Smart\\_Energy\\_Solutions\\_R.pdf](http://web1.env.state.ma.us/DPU/FileRoomAPI/api/Attachments/Get/?path=10-82%2fNGrid_Smart_Energy_Solutions_R.pdf)

Expected release of the **final program report** is **Spring 2017**

If we do not get to your question,  
please contact:

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## And remember:

1. Opt-out
2. Push the Limits
3. Customer Engagement





# APPENDIX

**Table E-1. Total and Percentage Savings for Residential Customers**

Impact Category	Total Savings	Percentage Savings – Active Customers (n=2,524)	Percentage Savings – All Customers (n=10,882)
Peak Event Savings – Average*	0.55 MW	16.8%	3.9%
Peak Event Savings – Maximum**	1.59 MW	29.0%	12.3%
Energy Savings in 2015***	2,300 MWh	4.1%	0.2%
Bill Savings in 2015****	\$1,250,000	-	-

*Source: Navigant analysis*