Smart grid social marketing by a third-party advocate

Stuff your utility company doesn’t say
Stop Smart Meters Hawaii

- NOT GREEN
- NOT HEALTHY
- NOT PRIVATE
- NOT SAFE

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YOU DECIDE WHO PAYS

Lawsuit seeks to stop Kauai smart electric meter installations
Mar 20, 2012, 7:10am HST

KIUC to delay smart meter install

Resident files complaint with Hawaii PUC over Kauai smart meters
Jun 21, 2012, 7:25am HST
What is the key to success for customer engagement in smart meter deployments?

CONSUMER TRUST.
Door-to-door Canvassing

Open Houses
Blue Planet brochures

Hawaiian Electric brochure

Design content and messaging that is consistent, but distinct from the utility’s.
Harnessing the energy of Hawaii’s abundant natural resources.

At Hawaiian Electric, we are aggressively pursuing a clean energy future by:
- Capturing the power of existing renewable projects and supporting development of the latest technologies in solar, wind, geothermal, biofuels, ocean energy, and more.
- Investing in our electric systems to deliver renewable energy to homes and businesses.
- Fast-tracking electric vehicle use in the islands.

Our goal is 100% clean energy for Hawaii. Find out more at homeenergynow.hawaiiantel.com.

Hawaiian Electric Company
Maui Electric Company
Hawaii Electric Light Company

Wind Farm, Maui

BRAND IDENTITY FAIL!
HECO: Smart grid system has sensors that are adept at detecting power outages

Continued from B5

The utility in providing reliable service, said HECO.

The smart meter system is a modern wireless communication network that is integrated with the existing electric grid. The system includes sensors to improve outage detection, advanced electric meters to help customers better manage their energy use, and automated system controls to improve outage restoration time.

Smart meter owners can access the data about their homes through the “My Energy Use” Web portal, or website. The online profile shows a home’s energy use broken down by month, day, time of day, even by 15-minute increments.

Having the ability to measure the supply and demand of electricity will help the current electric system handle renewable energy sources, said the Blue Planet Foundation, a clean energy nonprofit.

“The smart meters on Kauai was controversial, with some customers concerned about the effects from the meter’s wireless transmitter and about privacy issues. Last year KIUC member Adam Asquith filed a suit in U.S. District Court saying KIUC’s plan to install smart meters in 33,000 homes and businesses on the island violated constitutional protections against abuse of government authority and unreasonable searches and seizures.

Kauai offered customers the option of not using smart meters if they were willing to pay an extra $10.27 a month.

Kauai last year.

“The smart meter is already running in KIUC and it spawned new types of jobs,” Ahakuelo said.

Kauai Island Utility Cooperative finished installing 30,413 meters, covering most customers, at the end of 2013.

The change to smart meters on Kauai was controversial, with some customers concerned about the effects from the meter’s wireless transmitter and about privacy issues.

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Jeff Mikulina
Executive director, Blue Planet Foundation

stations or on one of the poles,” Pai said. “With the smart grid, the system operators back at Ward Avenue
“Miso Smart Makes a Speedy Delivery”
1. Language/culture barriers
2. Access to secured buildings during canvassing
3. Skepticism about utility’s intentions
4. Lack of interest
WHAT WORKED

• People listened because we were a recognized third party.
• Face-to-face interaction encouraged trust.
• Images and illustrations help communicate visually.
• Participation by other third parties at the coffee hours allowed customers to get multiple perspectives.
Less than .5% deferral rate!
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