

Behavior, Energy, and Climate Change Conference
Dec. 7-10, 2014
Washington, DC

Smart grid social marketing
by a third-party advocate
Stuff your utility company doesn't say



Lawsuit seeks to stop Kauai smart electric meter installations

Mar 20, 2012, 7:10am HST

PACIFIC
BUSINESS NEWS



KIUC to delay smart meter install

Resident files complaint with Hawaii PUC over Kauai smart meters

Jun 21, 2012, 7:25am HST



Blue Planet Foundation sees Hawaii
energy 100% renewable by 2050

Jan 7, 2014, 2:32pm HST

What is the key to success
for customer engagement
in smart meter deployments?



**CONSUMER
TRUST.**

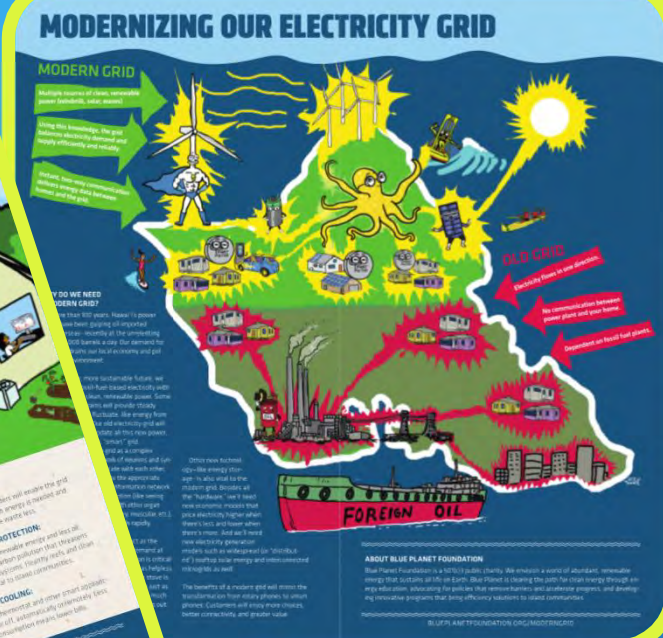


Door-to-door Canvassing

Open Houses

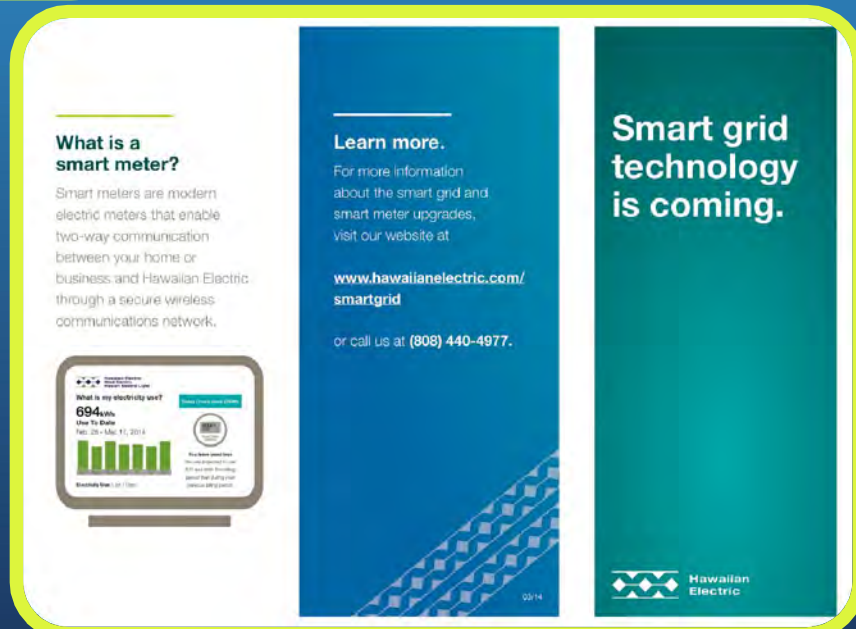


Design content
and messaging
that is consistent,
but distinct from
the utility's.



Blue Planet
brochures

Hawaiian Electric
brochure





Harnessing the energy of Hawaii's abundant natural resources.

At the Hawaiian Electric companies, 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 power, biomass, waste-to-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 hawaiisenergyfuture.com.



Hawaiian Electric Company
Maui Electric Company
Hawaii Electric Light Company



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blue planet
FOUNDATION



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.

"Just as smartphones have changed the way we communicate, smart meters can transform how we measure, manage, and use energy. The ability to 'itemize' our kilowatt-hours will give customers more insight and control over their energy use."

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

Kauai last year.

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

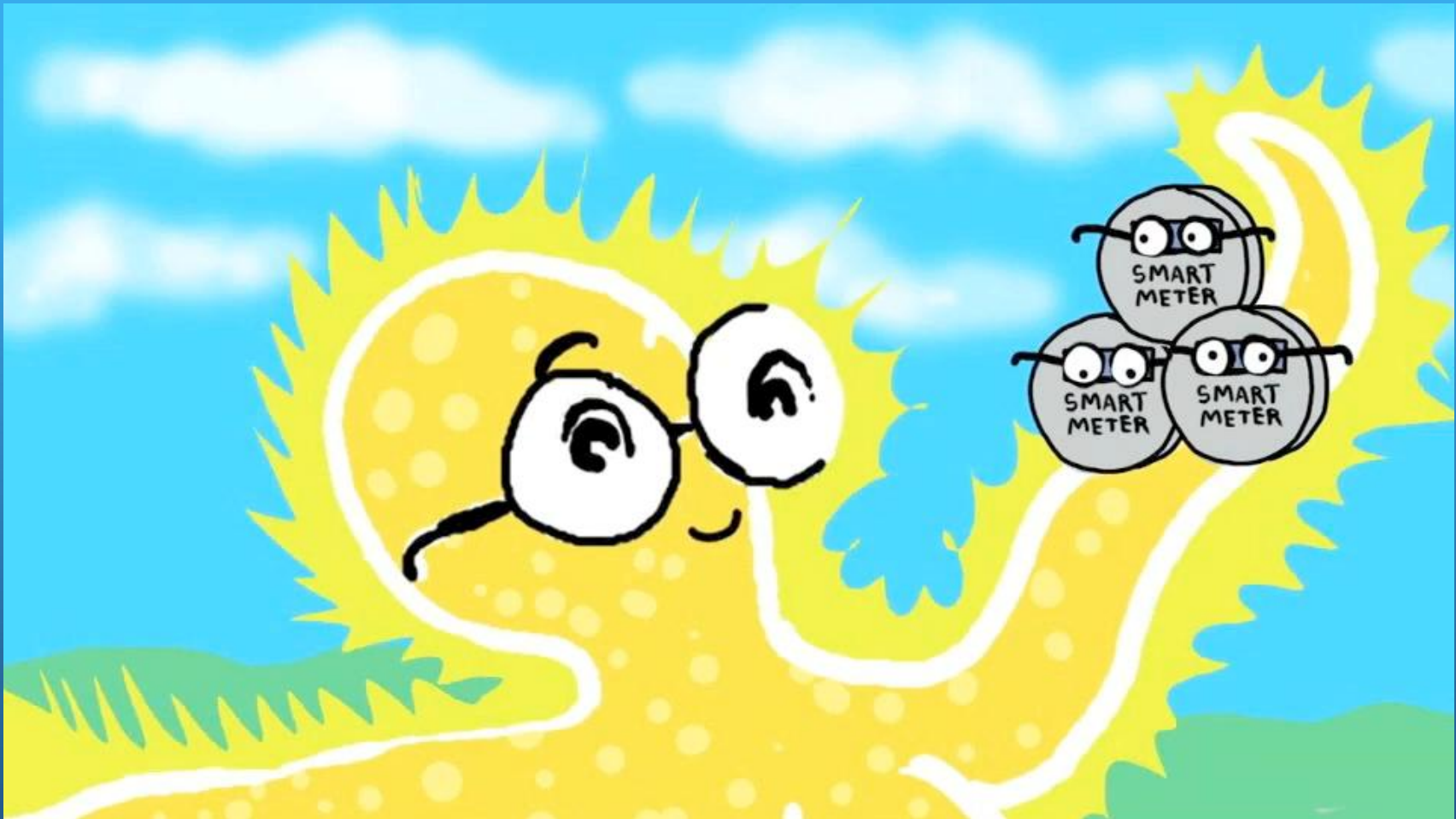
Kauai Island Utility Cooperative finished installing 30,413 meters, covering most customers, at the end of 2013.

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.

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.

Earned Media



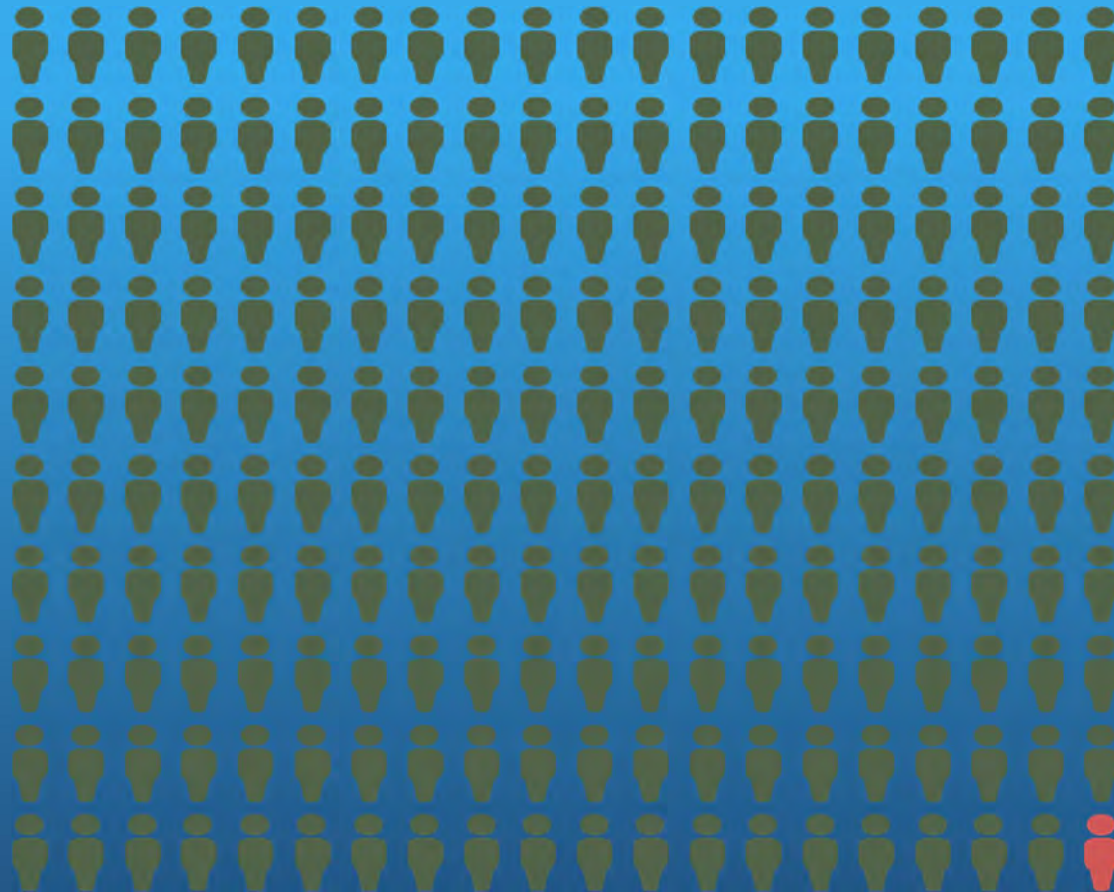
“Miso Smart Makes a Speedy Delivery”

CHALLENGES

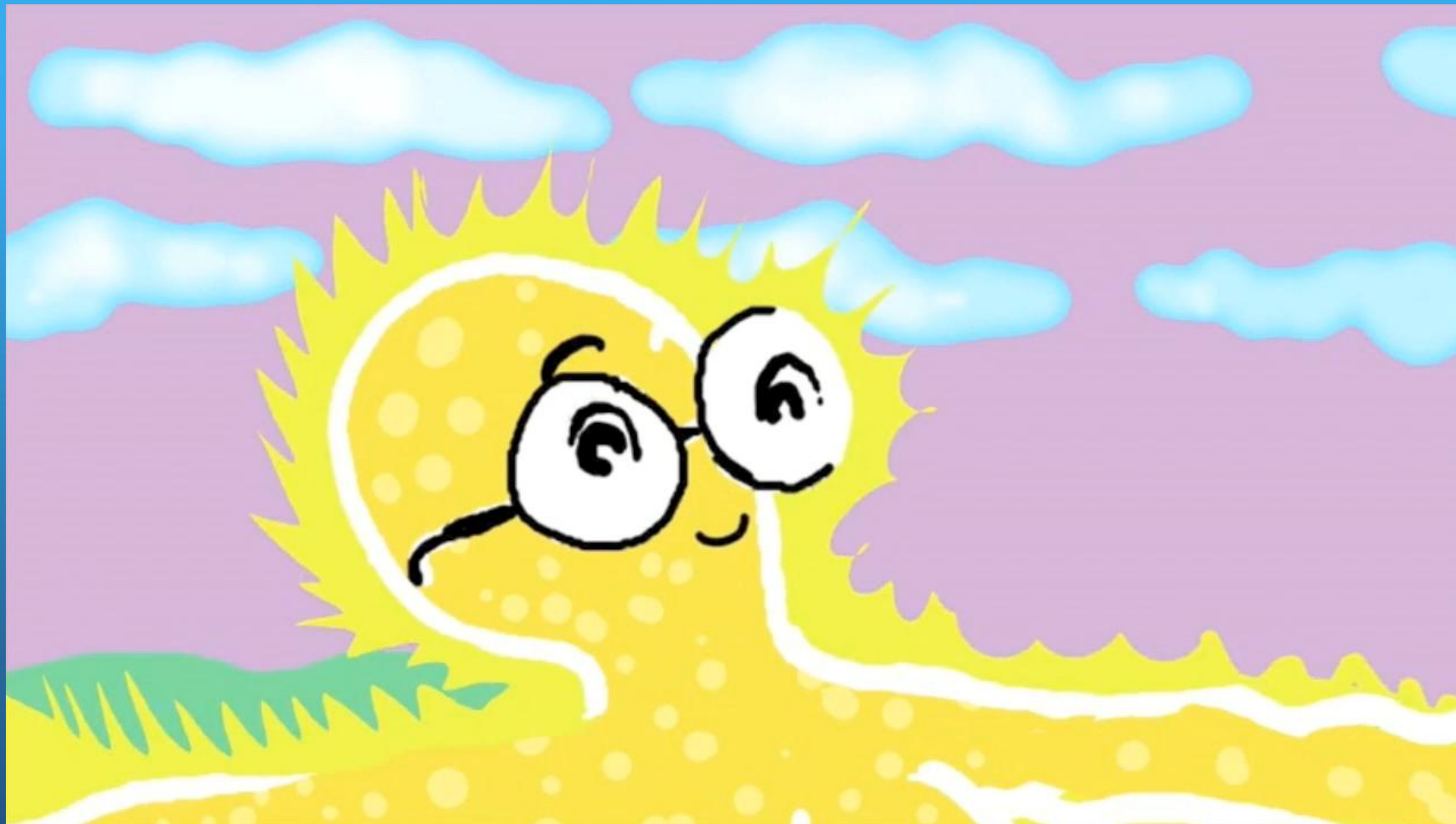
1. Language/culture barriers
2. Access to secured buildings during canvassing
3. Skepticism about utility's intentions
4. Lack of interest

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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