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Abstract Text:

Smart meter infrastructure investment alone will not realize customer engagement benefits. Rather, programs must couple smart meter data with behavioral science to attain these benefits. Many smart meter investments relied upon an implicit assumption that simply having access to AMI data would inevitably lead to customers taking energy-efficient actions. While this can occur, programs that leverage behavior intervention strategies and social science insights will support customers in their attempts to save energy, to go deeper, or to persist in terms of their engagement with energy-saving practices. This paper will draw on a recently released study by Opinion Dynamics and DNV-GL conducted for the CPUC to better understand the types of smart grid programs promoting customer engagement via behavior intervention strategies that resulted from investment in the smart grid. We will showcase illustrative customer engagement programs that provide residential feedback to customers. As utility offerings and customer expectations continue to evolve, we will discuss the new roles residential customer engagement programs play in terms of driving customer education and program participation, as well as energy reduction goals within a comprehensive, integrated portfolio. By realizing the benefits of AMI deployment in concert with existing behavior programmatic efforts, this relationship will only be strengthened.