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National Grid's Smart Energy Solutions First Year Customer Response



ACEEE Market Transformation
March 22, 2016



- Smart Energy Solutions overview
- Results and the customer response
- 2016 enhancements
- Future considerations
- Q&A



- 2-year pilot program (1/1/15 – 12/31/16)
- ~15,000 smart meters across Worcester, MA
- **Opt-out design** with TOU, CPP and PTR pricing plans
- Customer in-home technology packages:
 - Web Portal, Digital Picture Frame, Smart Thermostat, Direct Load Control, Smart Plug
- Up to 30 “Conservation Days” per year
- *Choice, control, and convenience*
- Shifting of the conversation from EE to DR



Technology packages

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WorcesterSmart
SMART ENERGY SOLUTIONS

Energy Insights Home Insights Challenge Rewards

Hello Lynn
7,856 pts

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Additional

[Need a daily](#)

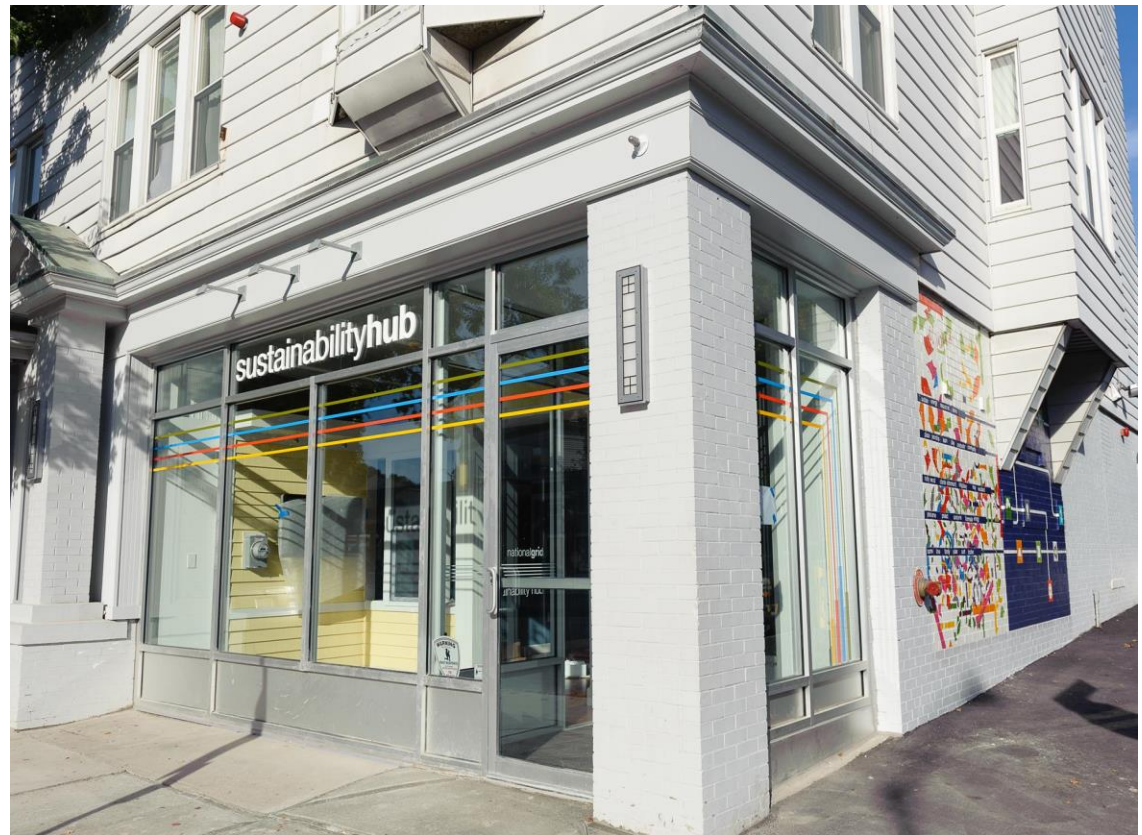
[Learn more about Peak Events and what they mean for customers on your pricing plan.](#)

[Understand how Peak Event savings are calculated.](#)

Bill inserts, quarterly newsletters, monthly reports, new mover packets, social media

The image displays a collage of digital content. On the left is a Facebook page for 'National Grid Sustainability Hub'. The page features a colorful, abstract graphic with text overlays such as 'sustain energy resources home', 'place worship learn play celebrate', and 'National Grid Sustainability Education'. Below the graphic, it shows '270 people like this' and a 'Status' update. On the right is a YouTube channel page for 'NationalGridUS'. The channel name is at the top, followed by navigation tabs for 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. The main content area is titled 'Smart Energy Solutions' and lists five videos: 'Overview of Conservation Days and Peak Event hours', 'Introduction to Smart Energy Solutions Technology Packages', 'Overview of the Worcester Smart Customer Portal', 'Navigating the Worcester Smart Customer and Changing Notification Preferences', and 'Introduction to Homeview'. A 'Sign in' button is visible on the left side of the YouTube page.

- 6,000+ visitors
- Kids and schools
- Community events
- No-cost public meeting space
- *The new type of utility engagement:*
 - Smart Energy Solutions resource
 - Energy efficiency 101
 - Smart home of the future



- **Program participants:**
 - ~11,000 participants
 - 95% on TOU/CPP
 - 5% on Peak Time Rebate
 - 10% of customers with in-home technology
- **Conservation Days:**
 - 3-4 degree temperature offset
 - 17 of 20 occurred on consecutive days
 - Minimal customer snapback
- Formal Interim Customer Evaluation Report available on MA DPU website



Smart Energy Solutions Results - 2015



98%

Customers who joined Smart Energy Solutions & remain in the program.

Total Bill Savings
\$1.25 million

Cost of attending 11,000 Patriots football games.



Total Energy Savings
2,300 MWh

A month's worth of power for 5,100 homes.

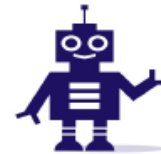


Conservation Day Rebate Plan
Average total credits earned.

Conservation Days saved more than just energy in 2015!



Smart Rewards Pricing Plan
Average customer bill savings.



20%

Additional savings for homes with **in-home technology**.



Sustainability Hub



2,320
visitors in 2015



Avoiding appliances until off-peak hours is the most popular way to save.

4%



Average drop in customer energy usage during Peak Event hours.

Average additional savings for customers who visited WorcesterSmart.com

10%



\$60

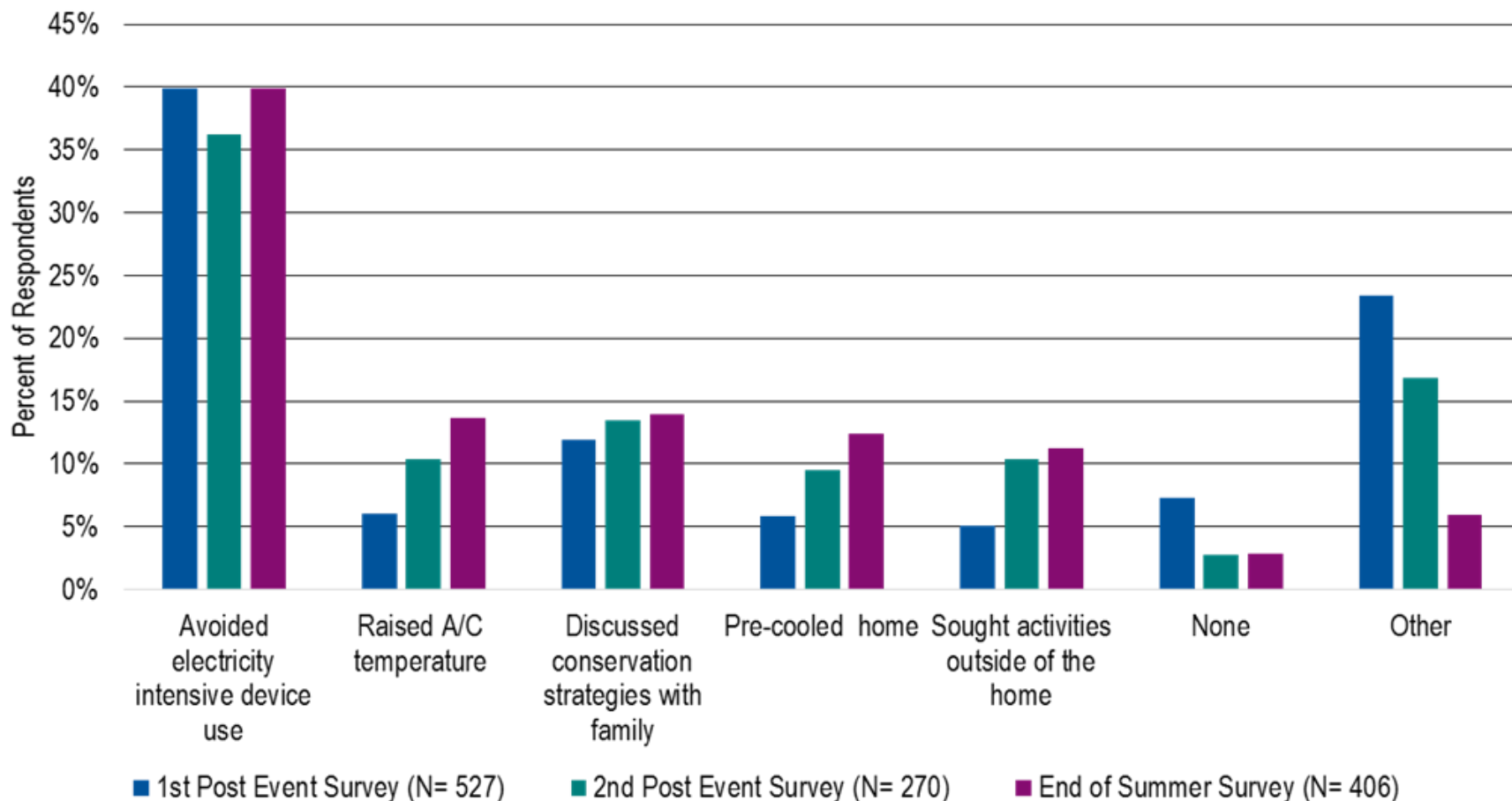
Energy reduction during Peak Event hours.

Total bill savings for customers.

- Over-communication is top of mind
- 70%+ satisfaction rate
- Customer awareness of the program grew in 2015
 - **More than 50%** believed they reduced usage
 - **25%** perceived higher summer bills than normal
 - This is a good thing!



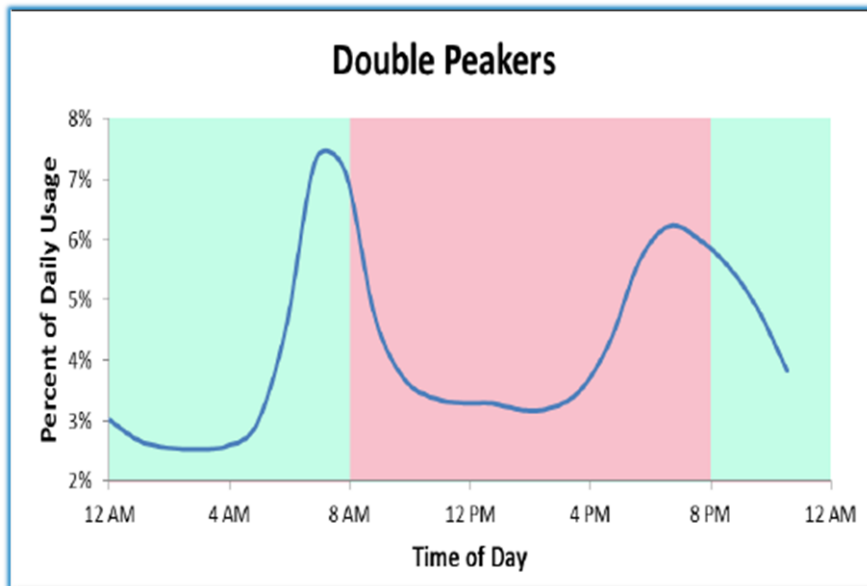
What actions did you take to reduce electricity usage on Conservation Days?



- Understanding communication fatigue
- Notification flexibility
- WorcesterSmart Portal and in-home technology packages are a success!
- Community engagement is critical
- New offerings = more benefits
- Continue to prove the customer value



- Prioritize choice and flexibility
- Test new incentive mechanisms
- Leveraging AMI data for deeper education and action



- Operating dynamic pricing for customers in an environment of competitive retail suppliers
- Community buy-in on real infrastructure issues
 - At system or distribution level
- Enable easy enrollment and participation
- A physical presence (Hub), supported with grassroots efforts, is a sound strategy for customer engagement
- Don't lose focus on energy efficiency – EE and DR are complementary
- Lessons learned – rolled into upcoming MA Grid Modernization proceedings and NY REV

Thank you!

Questions?

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