



SMART ENERGY
CONSUMER COLLABORATIVE

2024 Consumer Symposium
Monday, February 26 | Orlando

Electrification At Home...

#SECC2024

SECC's New "Electrification" Report

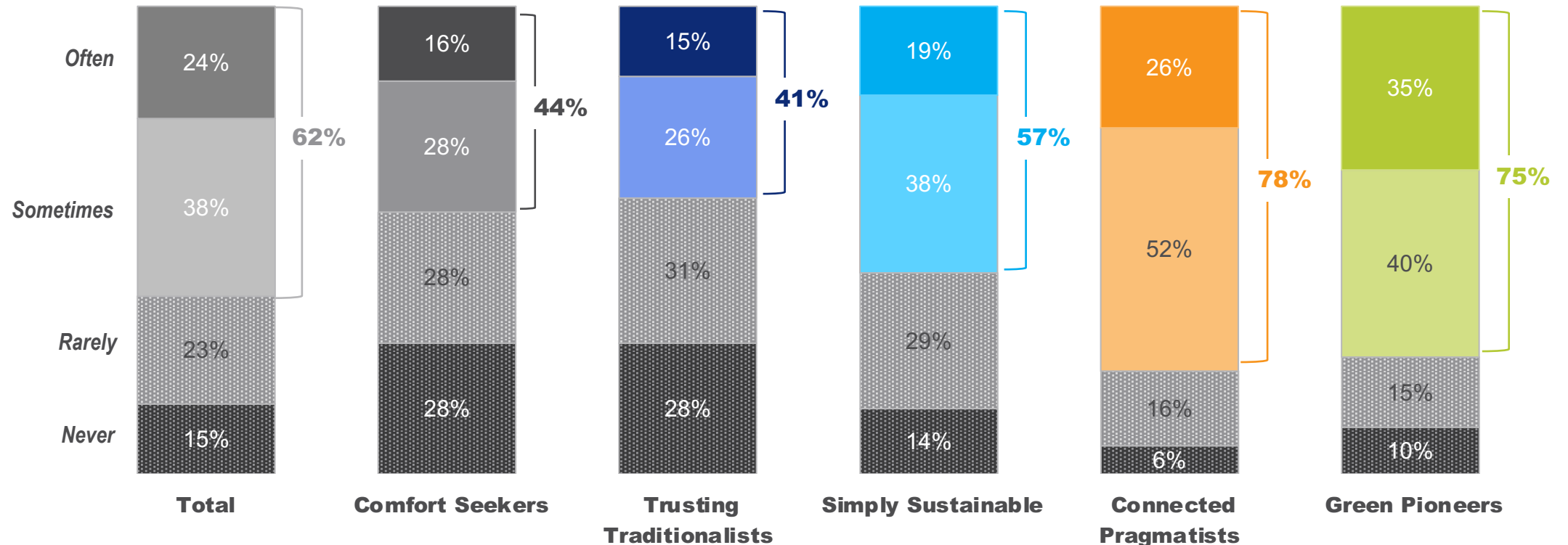


- Online survey of 1,500 Americans – plus sample of 621 EV drivers
- Consumer awareness of home electrification technologies
- Strategies to engage consumers in home electrification
- Profile of current EV drivers
- Consumer concerns around public charging infrastructure

Views on Electrification

Electrification is often top-of-mind for one-quarter of consumers, with a further two-in-five thinking about it some of the time. Even though they are the least engaged in energy efficiency, almost half of Comfort Seekers sometimes think about electrification.

Frequency of Thinking about Home Electricity
Among Gen Pop



Base: Gen Pop - Total (n=1,500); Comfort Seekers (n=151), Trusting Traditionalists (n=274), Simply Sustainable (n=374), Connected Pragmatists (n=338), Green Pioneers (n=363)
Q_ElectricView. How often, if ever, do you think about having all your home appliances/systems powered by electricity (i.e., clothes dryer, water heater, cooking, space heating)?

Sources of Electrification Information



When looking for information on switching to electric appliances/systems, three-in-five turn to online searches. However, about half also look to their electricity provider. Green Pioneers are most likely to go to their provider. However, the Trusting Traditionalists and Simply Sustainable are also likely to go to their provider – even more likely than Connected Pragmatists.

Resources Used for Information about Switching Electricity Systems

Among Gen Pop

| | Total | Comfort Seekers | Trusting Traditionalists | Simply Sustainable | Connected Pragmatists | Green Pioneers |
|---|-------|-----------------|--------------------------|--------------------|-----------------------|----------------|
| Online search | 57% | 51% | 42% | 62% | 51% | 72% |
| My electricity provider/utility | 48% | 32% | 50% | 50% | 41% | 59% |
| Friends/family | 26% | 27% | 25% | 21% | 29% | 27% |
| Manufacturers | 22% | 23% | 13% | 19% | 20% | 34% |
| Retailers/stores | 18% | 19% | 11% | 16% | 22% | 23% |
| Government websites | 18% | 8% | 12% | 17% | 18% | 25% |
| Contractors | 12% | 7% | 10% | 10% | 14% | 16% |
| Non-profit organizations/community groups | 11% | 6% | 9% | 10% | 15% | 11% |
| Social media | 11% | 3% | 3% | 5% | 22% | 15% |
| Other | 1% | 2% | 1% | 2% | 0% | 0% |
| Not sure | 11% | 15% | 21% | 11% | 9% | 3% |

Benefits of Electrification



Cost savings is the top benefit to electrification for consumers, with air quality benefits a close second. Green Pioneers equally view these two as benefits of electrification. In contrast, half of Comfort Seekers do not see any benefits to electrification.

Benefits of Sole Electricity Power in Home
Among Gen Pop

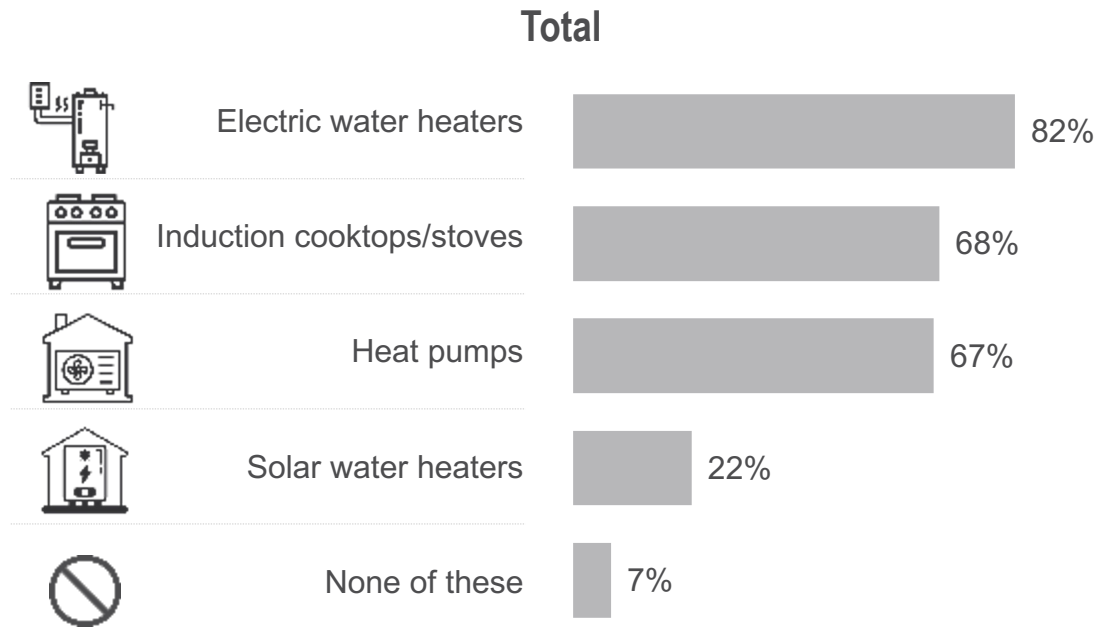
| | Total | Comfort Seekers | Trusting Traditionalists | Simply Sustainable | Connected Pragmatists | Green Pioneers |
|---------------------------------------|-------|-----------------|--------------------------|--------------------|-----------------------|----------------|
| Cost savings | 34% | 20% | 24% | 30% | 42% | 44% |
| Improved indoor air quality | 31% | 17% | 21% | 31% | 32% | 42% |
| Uses less energy | 28% | 7% | 18% | 26% | 35% | 38% |
| Reduction in greenhouse gas emissions | 27% | 7% | 20% | 30% | 30% | 33% |
| Reduction in fire hazards in the home | 26% | 17% | 19% | 28% | 28% | 30% |
| Reduction in noise/quieter | 24% | 13% | 20% | 22% | 24% | 34% |
| Quicker to heat up spaces | 22% | 17% | 12% | 18% | 29% | 28% |
| Faster cooking | 21% | 14% | 15% | 18% | 27% | 27% |
| Other | 1% | 2% | 2% | 2% | 1% | - |
| I do not think there are any benefits | 26% | 47% | 39% | 29% | 13% | 15% |

Base: Gen Pop - Total (n=1,500); Comfort Seekers (n=151), Trusting Traditionalists (n=274), Simply Sustainable (n=374), Connected Pragmatists (n=338), Green Pioneers (n=363)
Q_ElectricBenefits. And which of the following benefits do you associate with having your home solely powered by electricity?

Awareness of Electric Appliances

Consumers are most aware of electric water heaters. About four-in-five heard about them previously, which is consistent across all segments. Two-thirds know of induction cooktops and heat pumps, which are less known among Connected Pragmatists who are more likely to be renters.

Appliance Awareness Among Gen Pop



| | Comfort Seekers | Trusting Traditionalists | Simply Sustainable | Connected Pragmatists | Green Pioneers |
|---------------------------|-----------------|--------------------------|--------------------|-----------------------|----------------|
| Electric water heaters | 83% | 84% | 84% | 75% | 86% |
| Induction cooktops/stoves | 74% | 65% | 74% | 58% | 73% |
| Heat pumps | 76% | 71% | 72% | 49% | 73% |
| Solar water heaters | 52% | 38% | 47% | 45% | 60% |
| None of these | 9% | 5% | 7% | 9% | 4% |

Consumers understand that cost savings and helping the environment are key benefits to electrification. With **electricity providers being a key resource** of information, there is an opportunity to further educate consumers.



CLEARResult

People Power Our Success.

- ✓ Largest Provider of EE and DSM program services in North America
- ✓ 2022
 - ✓ 130,000+ Energy Assessments in 2022
 - ✓ \$600M in incentives processed
 - ✓ 500+ low-income retrofits



2,400+
Employees



200+
Technology Experts



100+
Marketing Experts



200+
Program Managers



400+
Energy Advisors & Technicians



750+
Local Field Members



140+
Engineers



250+
Integrated Customer Service Experts



Success is in the details

In the home

Energy Efficiency

Fundamentals

Weatherization throughline

Intervention based design strategies

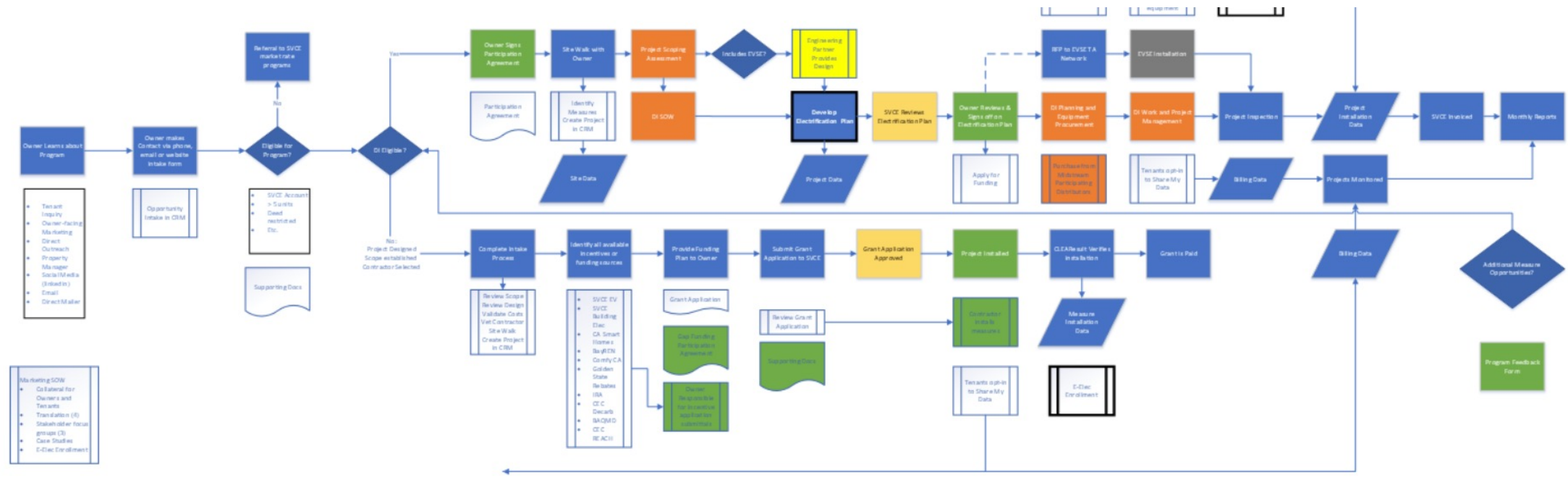
System Wide

Distribution Infrastructure

Program Equity



CR Strategic Design Considerations



Braiding Funding

Energy advisors

Coordination between programs

About Leviton

Founded in 1906 at the dawn of electrification, Leviton leads the way as we experience another home electrification revolution.

At Leviton, **we build what's next to light, power, and connect everyday spaces**, encompassing electrical, lighting, data networks, and energy management.





The My Leviton Smart Home

My Leviton offers the **most complete Wi-Fi Lighting, EV Charging, and Load Control Solution on the market today**, equipping homeowners with energy insights, unified control from anywhere, and safety alerts.



Electrification | Resiliency | Energy Management Automation | Control



Moderne Condominiums
Saratoga Springs, NY



Upstate Electrical
Greenville, SC

Empowering the Modern Utility with the Friendliest Distributed Energy Platform on the Planet

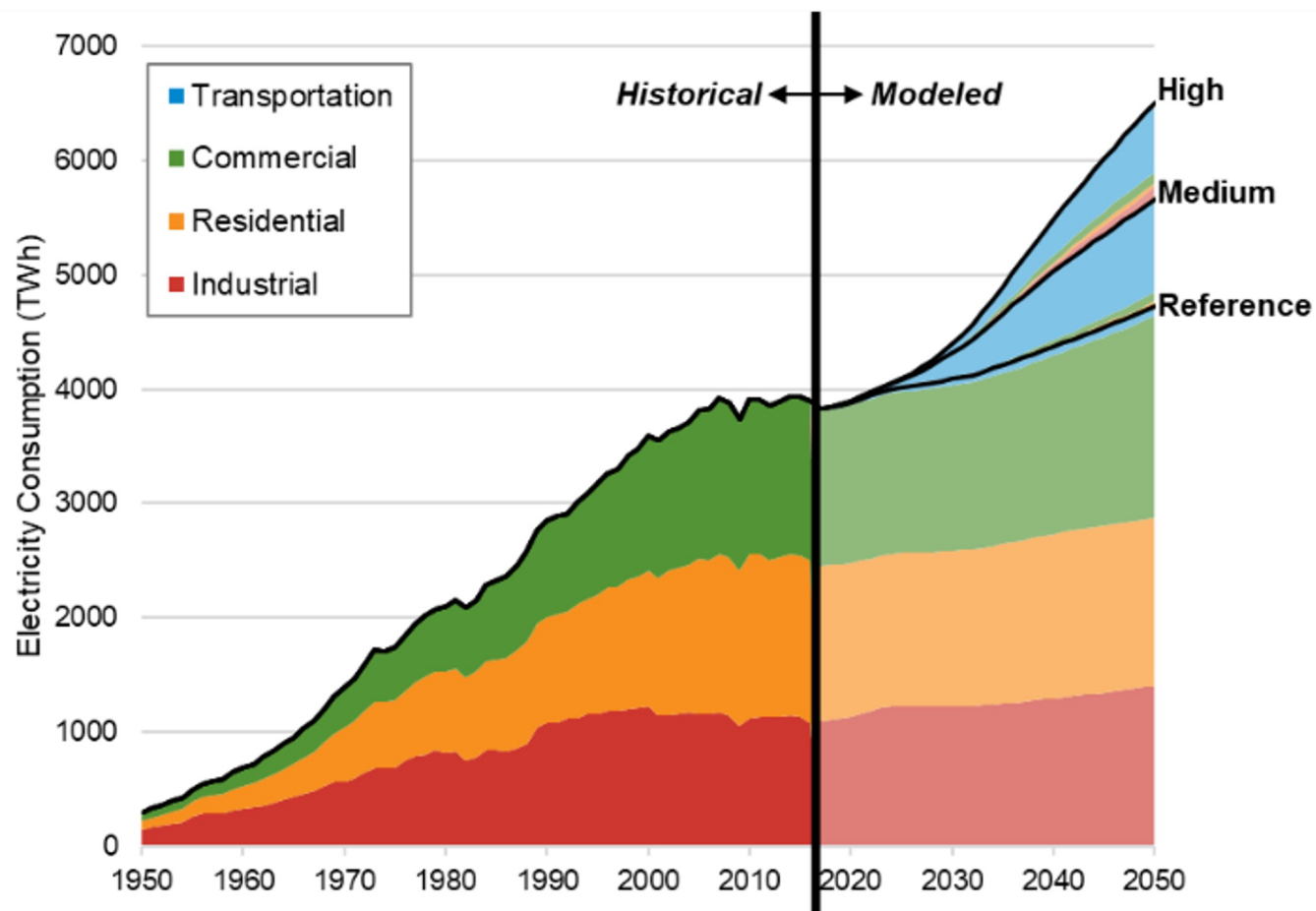
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SECC 2024 Annual Consumer Symposium

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Eric Van Orden
Director of Partnerships



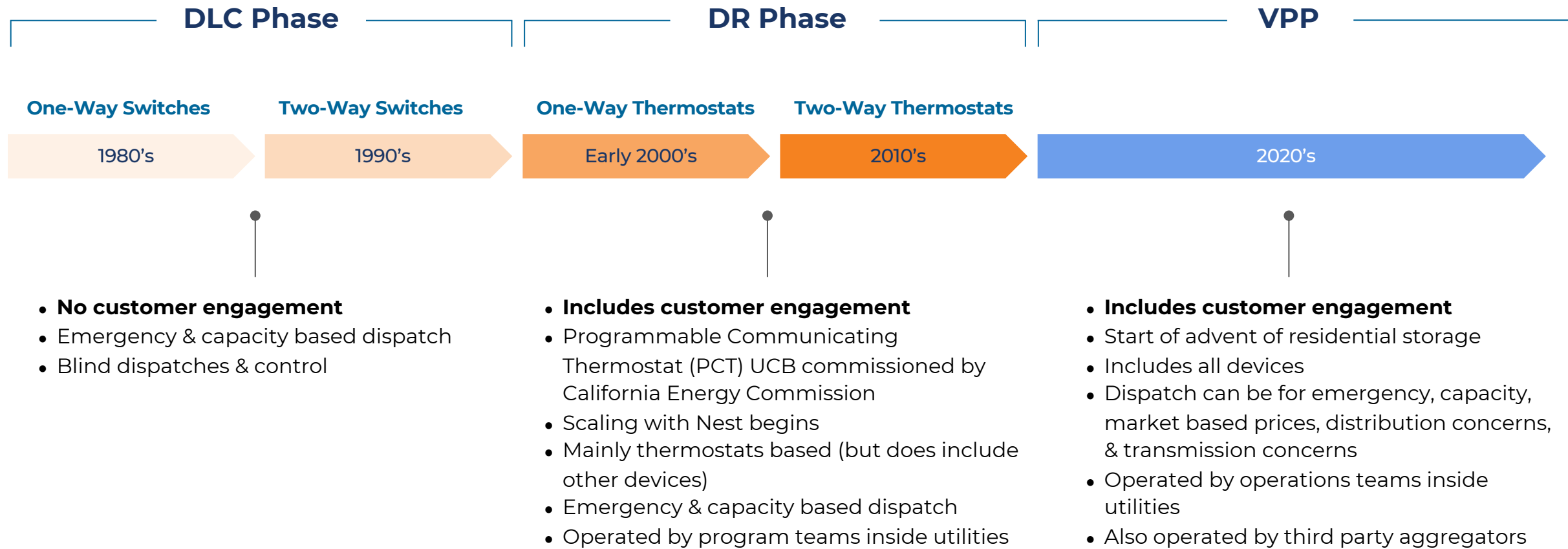
Largest growth rate in energy consumption since the 80's



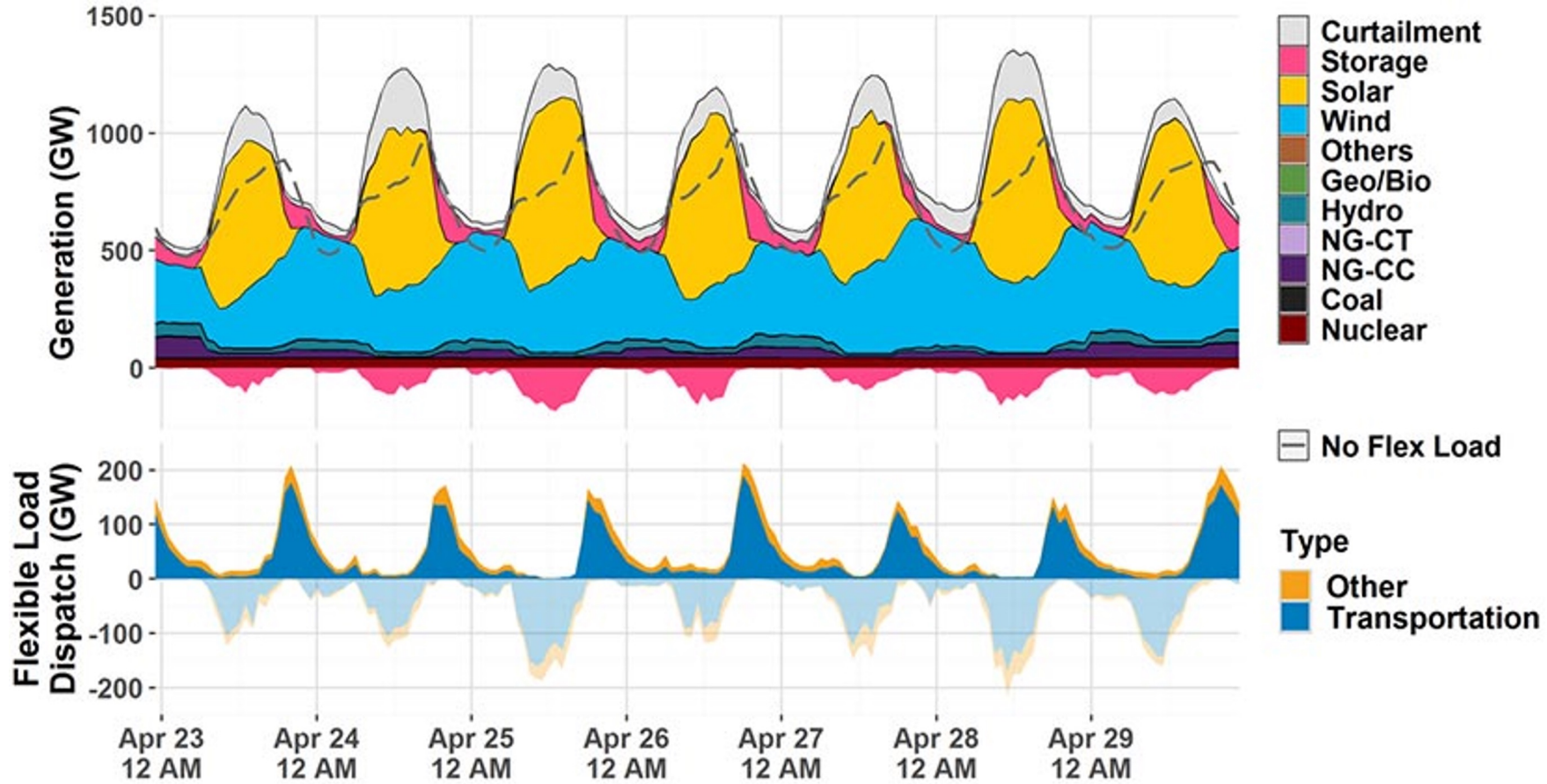
NREL: Electrification Futures Study: Scenarios of Electric Technology Adoption and Power Consumption for the United States



The History of Demand Side Management



Demand as Controllable as a Gas Turbine



NREL: Electrification Futures Study: Operational Analysis of U.S. Power Systems with Increased Electrification and Demand-Side Flexibility



Load management from numerous smart appliances

EV CHARGERS

-chargepoint+

emporía
energy

enel  way

flo

wallbox 



Telematics w/ 17+ Automakers

BATTERY STORAGE

 EGUANA

 ENPHASE.

 sonnen

solar  edge

 GENERAC

 TESLA
ENERGY

emporía
energy

WATER HEATERS

 Rheem

 aquanta

TrickleStar 

 armada
POWER

 ACSmith.



THERMOSTATS

ecobee

 mysa

sen | si

amazon smart thermostat

 Honeywell Home

Google Nest

OTHER

 Sensibo

 e-Radio

 FLAIR

 EATON





01
Demand Response

02
Customer Engagement

Demand Response & Customer Engagement: Two Opposing Forces

▶ Demand Response

- Increasingly Dynamic & Flexible
- Measurable & Manageable with Real-time Insights
- Risky with Poor Customer Experience

▶ Customer Engagement

- Desire for Comfort, Convenience, & Control
- Changing Energy Usage Behavior & Patterns
- Increasing Competition for Utilities



A Complete Flexible Solution for any Utility

Tie together functionality in one elegant platform



SHIFT DERMS Suite

- Device Control
- Behavioral DR
- Enrollment Management
- Reporting & Analytics



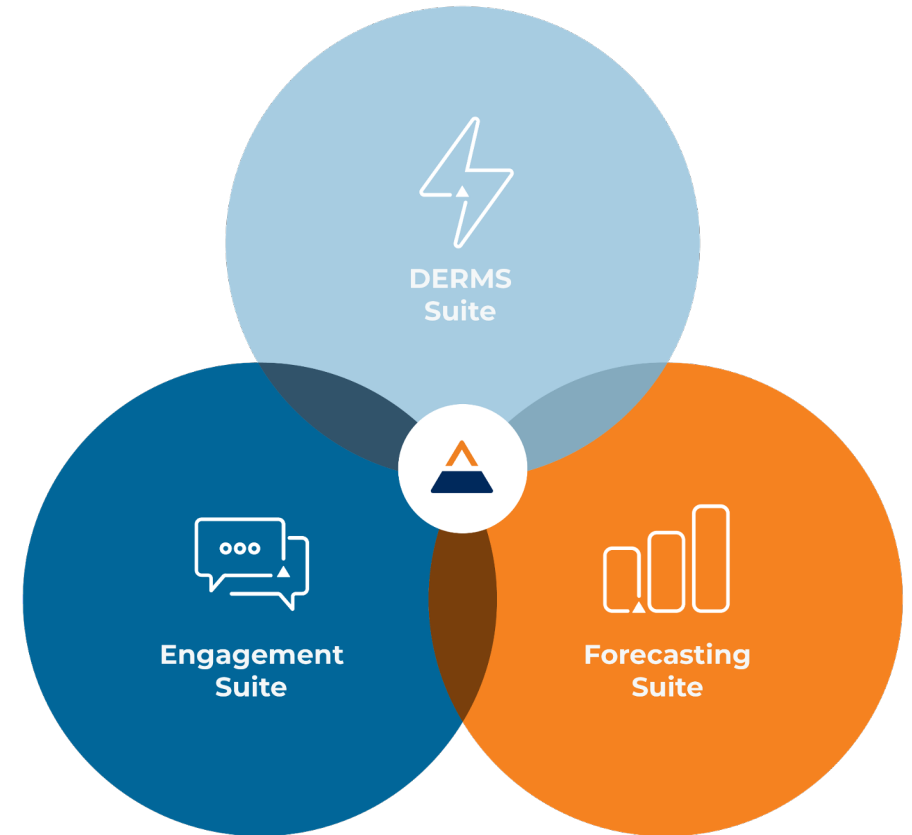
RELAY Engagement Suite

- Customer Facing Landing Pages
- Message Center
- Homeowner Application
- Incentive Delivery



ENVISION Forecasting Suite

- Short, Medium & Long-Term Load Forecasting
- Automated Event Triggers



Virtual Peaker 

Empowering the Modern Utility

With the Friendliest DER Platform
on the Planet

THANK YOU

Eric Van Orden

Director of Partnerships
eric.vanorden@virtual-peaker.com

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**2024
CONSUMER
SYMPOSIUM**

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Opinion **Dynamics**

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Utilities

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See You in Dallas



March 24th, 2025

A tall, blue, vertical sign for the Kay Bailey Hutchison Convention Center Dallas. The sign features a white star with red and blue stripes at the top. The text "KAY BAILEY HUTCHISON" is written vertically in white, with "CONVENTION CENTER DALLAS" written vertically in smaller white letters below it.

KAY BAILEY HUTCHISON
CONVENTION CENTER DALLAS