

Providing the energy industry with the latest information in consumer engagement and smart energy, the Smart Energy Consumer Collaborative's Research Agenda highlights the key topics that will be explored in 2023, along with the annual *State of the Consumer* report, which draws on SECC's previous research projects along with curated third-party studies.

Q1

Renewables: Engaging Consumers in the Clean Energy Transition

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Energy providers and cities across the nation have been setting aggressive decarbonization goals over the past several years. What are consumers' perspectives on these targets and how do we encourage participation to help reach those goals? This study will uncover the communication and engagement strategies needed to help consumers understand what it takes to transition to renewables. Topics will include community and residential solar, wind power, battery storage and virtual power plants.

Q2

Electrification in the Home and on the Road

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Consumers are in the middle of an energy transition, but do they know what moving to an all-electric future means for them? This research will seek to understand consumers' desires around the electrification of home appliances and transportation. We will look into the challenges of electrification for consumers and how to best communicate the benefits to them. We will also talk to consumers about who they want to be responsible for EV charging infrastructure and what role they want their electricity providers to play.

Q3

Disaster Preparedness and Awareness: Communicating to Consumers

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Extreme weather events have increasingly been causing outages, proving the need for consumers to be ready to deal with these emergencies. This study aims to give the industry insight into the best ways to communicate with customers when disasters happen and the methods to keep them prepared to deal with long-term outages. We will look at where technology can play a role in preparing for emergencies and which actions people are taking to be prepared. We will also test ownership and perspectives on generators, battery storage and microgrids.

Q4

Customer Satisfaction and the Smart Grid

Customer Satisfaction and the Smart Grid

Now that we are almost 15 years past the ARRA grants and the country is more than 70-percent AMI enabled, how are consumers feeling about the benefits? This research will look into consumer satisfaction with smart grid improvements and analyze where they have seen improvements and what is lacking. Have utilities seen customer satisfaction rise with deployment of AMI and smart grid-enabled products and services? What promises of the smart grid have not been delivered and which ones are most important to consumers?

Smart Energy Snapshot Survey Series

New to 2023, SECC will be starting a series of short surveys to stay updated on consumer trends and perspectives on smart energy technology and programs.

Potential topics include:

- Economic impact on consumers' energy burdens
- Electric vehicle price sensitivity
- Electrification in the home: what would make you switch?
- What concerns do you have about renewable energy?
- Smart home device ownership

Providing consumers with relevant, reliable information on important topics, the Smart Energy Consumer Collaborative's Education & Outreach Agenda highlights the key projects that will improve consumer understanding and engagement in 2023.

Q1

The How, The Why,
The What of Electric
Rate Structures

The How, The Why, The What of Electric Rate Structures

A content series that breaks down common electric rate structures terms and explains how each contributes to the bill total. Based on some of the insights gained from the *Electric Bills and Rate Plans: Consumer Awareness and Understanding* report, this content series will look to expand our Decoding Your Power Bill resource.

Q2

Empowering Consumers
Through The Energy
Transition

Empowering Consumers Through The Energy Transition

This white paper will provide a showcase of utility examples of the themes presented in the *2023 State of the Consumer* report. We will present examples in action on how utilities are working to empower consumers through today's energy transition.

Q3

Questions to Ask to be a
Smarter Energy Consumer

Questions to Ask to be a Smarter Energy Consumer

What makes an informed energy consumer? What questions do utilities wish their customers asked more often? Where would consumer look to find answers? As part of a multiphase effort, we will develop a resource kit around how an individual becomes a smarter energy consumer. Beginning with a focus on the differences between rate options, use of marketplaces, electrification resources and energy efficiency ideas, we will expand our portfolio of materials around the central theme of what makes a smarter energy consumer.

Q4

Becoming a Smarter
Energy Consumer

Becoming a Smarter Energy Consumer

This video series will guide and empower individuals towards being a smarter energy consumer. Based on findings from the *Consumer Pulse and Market Segmentation – Wave 8* report, we will use these consumer themes to provide resources based on individual self-selection to answer questions about today's energy transition.