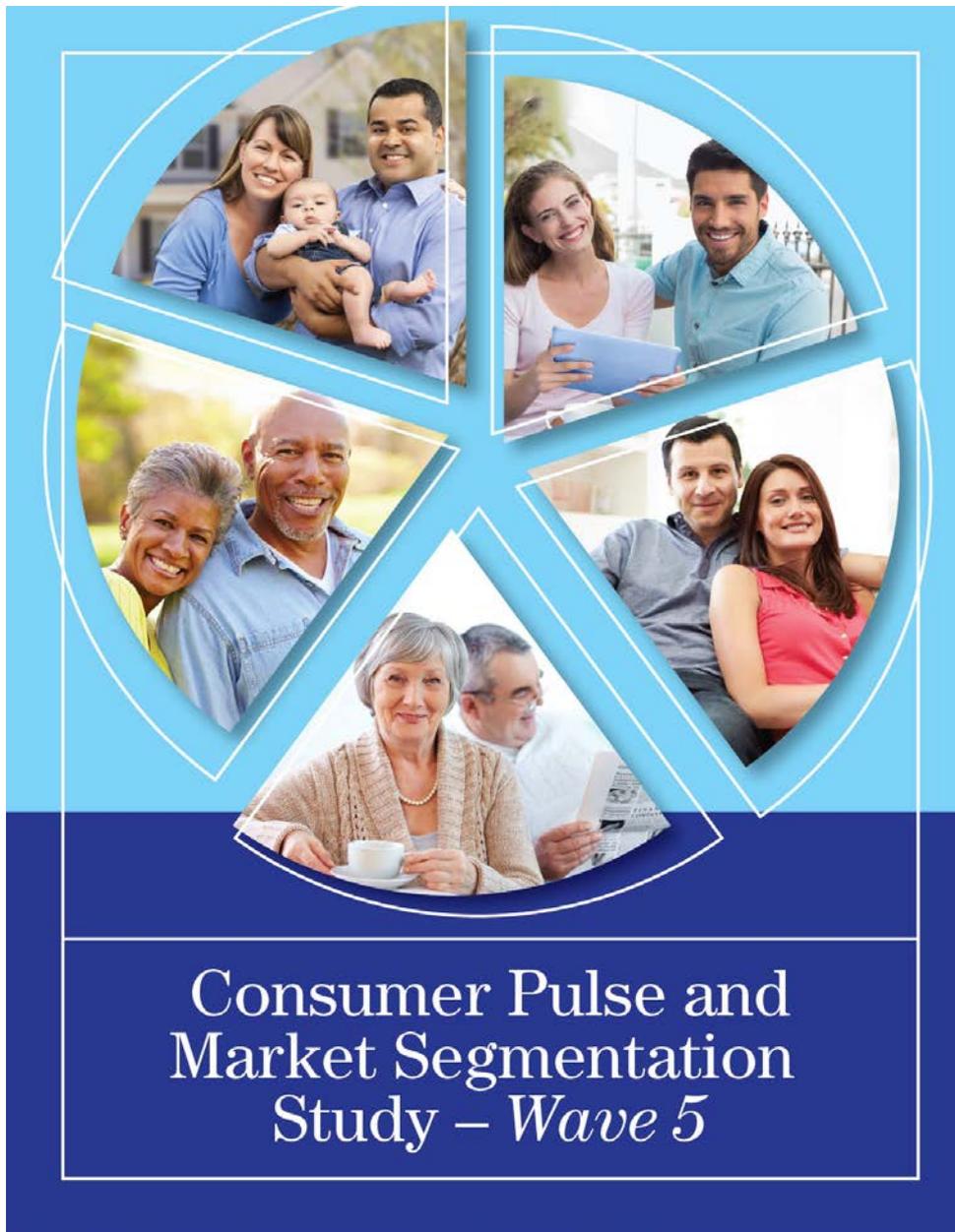


# *Illinois Commerce Commission*

## **The Role of the Energy Consumer in Smart Cities**

Patty Durand, Executive Director  
Smart Grid Consumer Collaborative

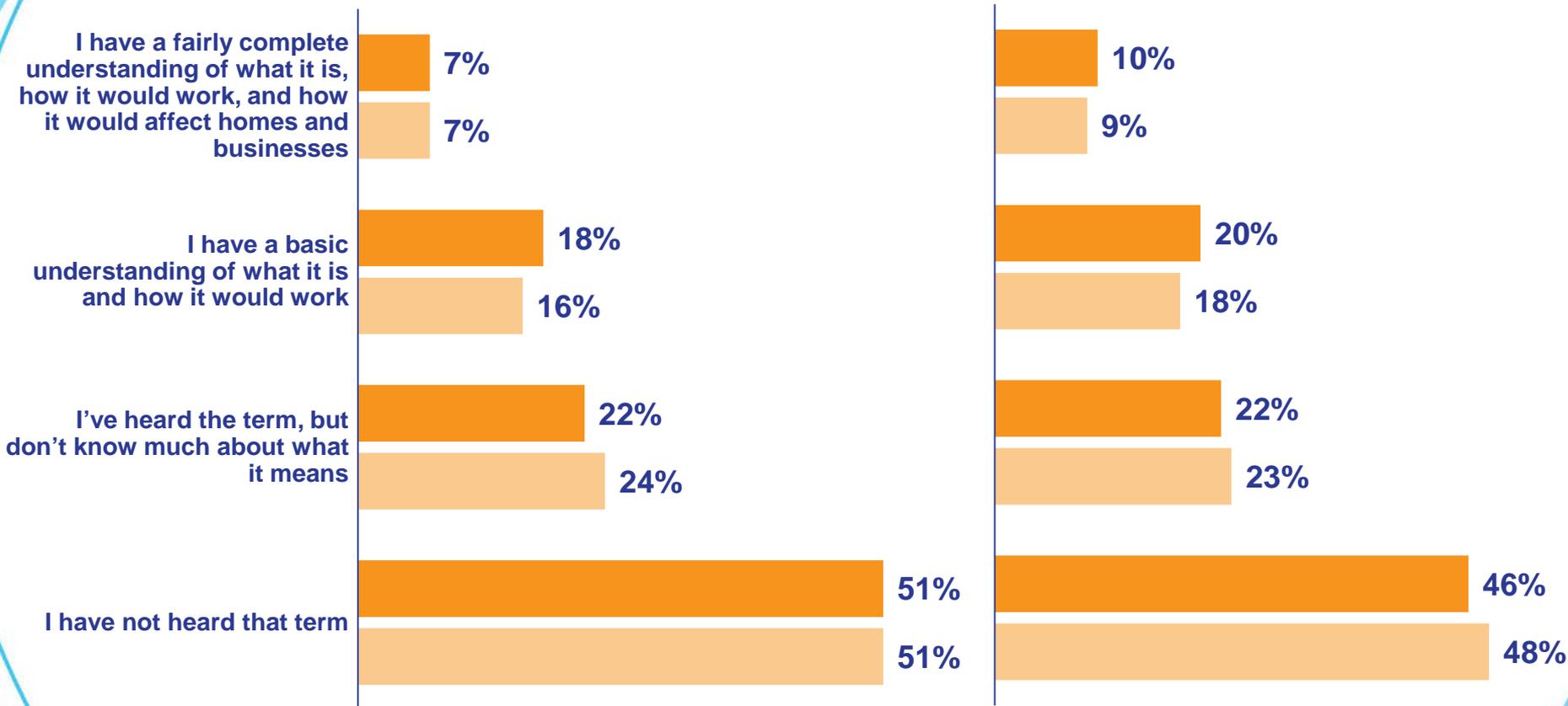


# Have heard the term “Smart Meter” and “Smart Grid”

## Current Level of Knowledge of...

### Smart Grid

### Smart Meter



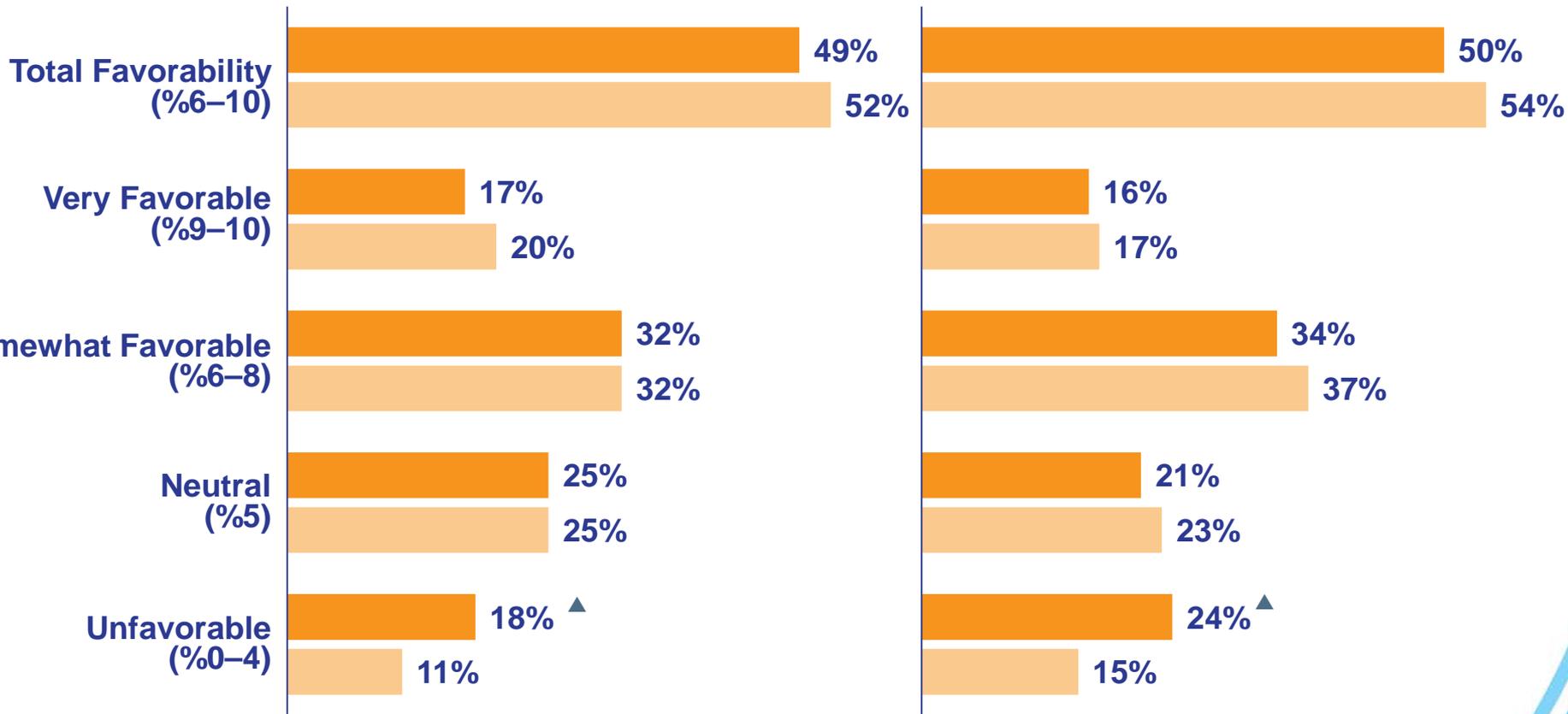
Wave 5 n = 1,004  
Wave 1 n = 1,234

# Overall Favorability of the terms “Smart Grid” and “Smart Meter”

## Overall Favorability

### Smart Grid

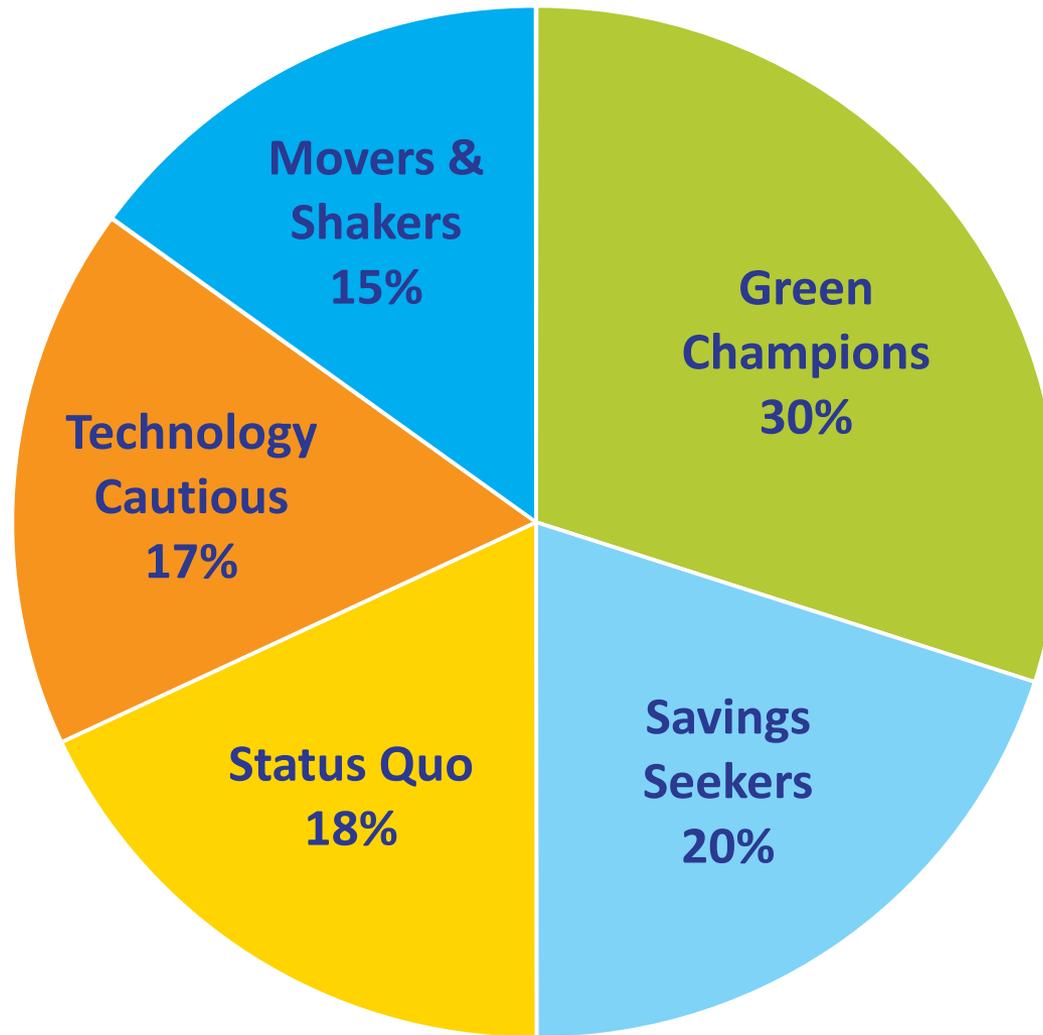
### Smart Meter



	n =
Wave 5	472
Wave 1	584

	n =
Wave 5	519
Wave 1	628

# The U.S. Population by Segment



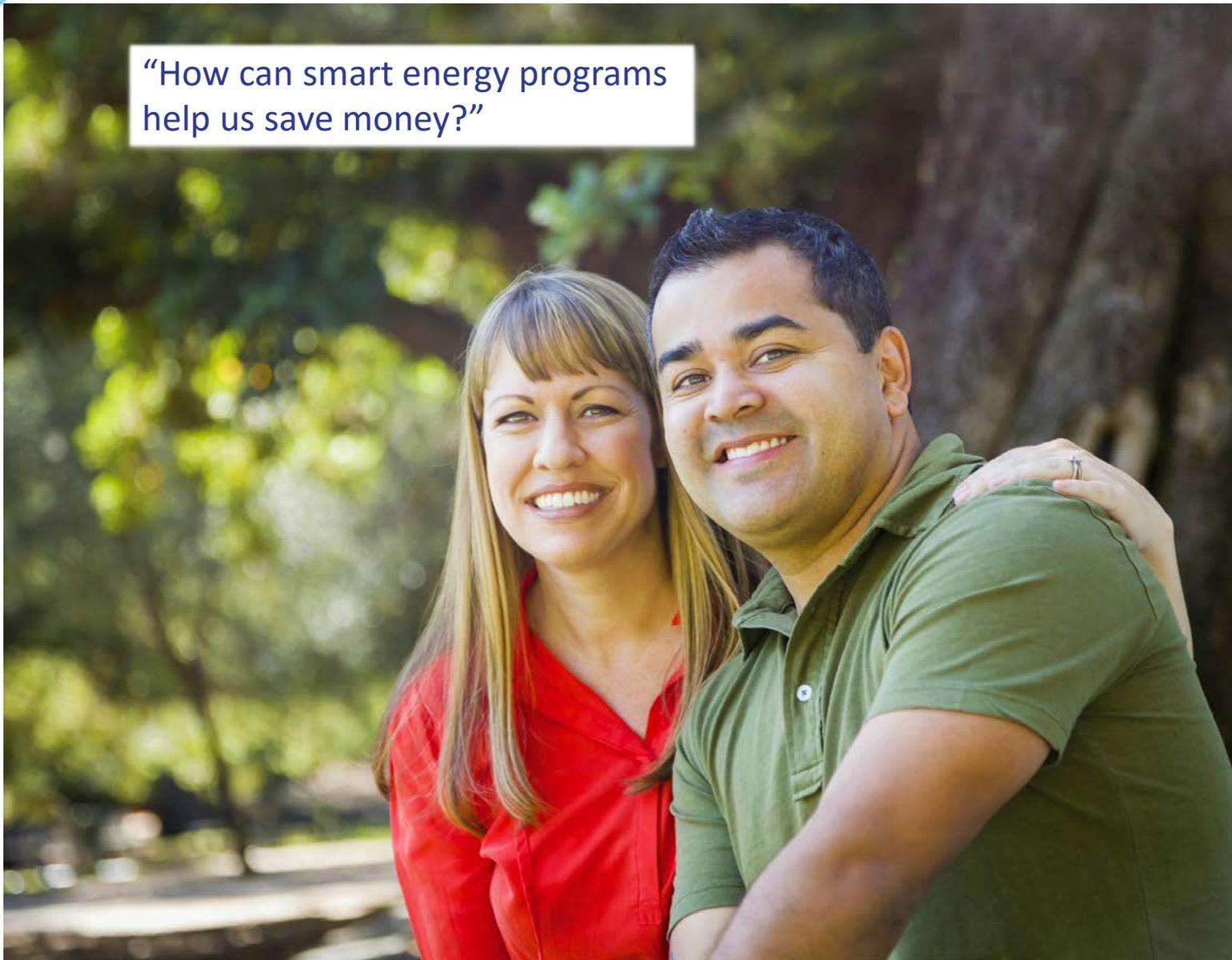
# Green Champions

“Smart energy technologies fit our environmentally aware, high-tech lifestyles.”



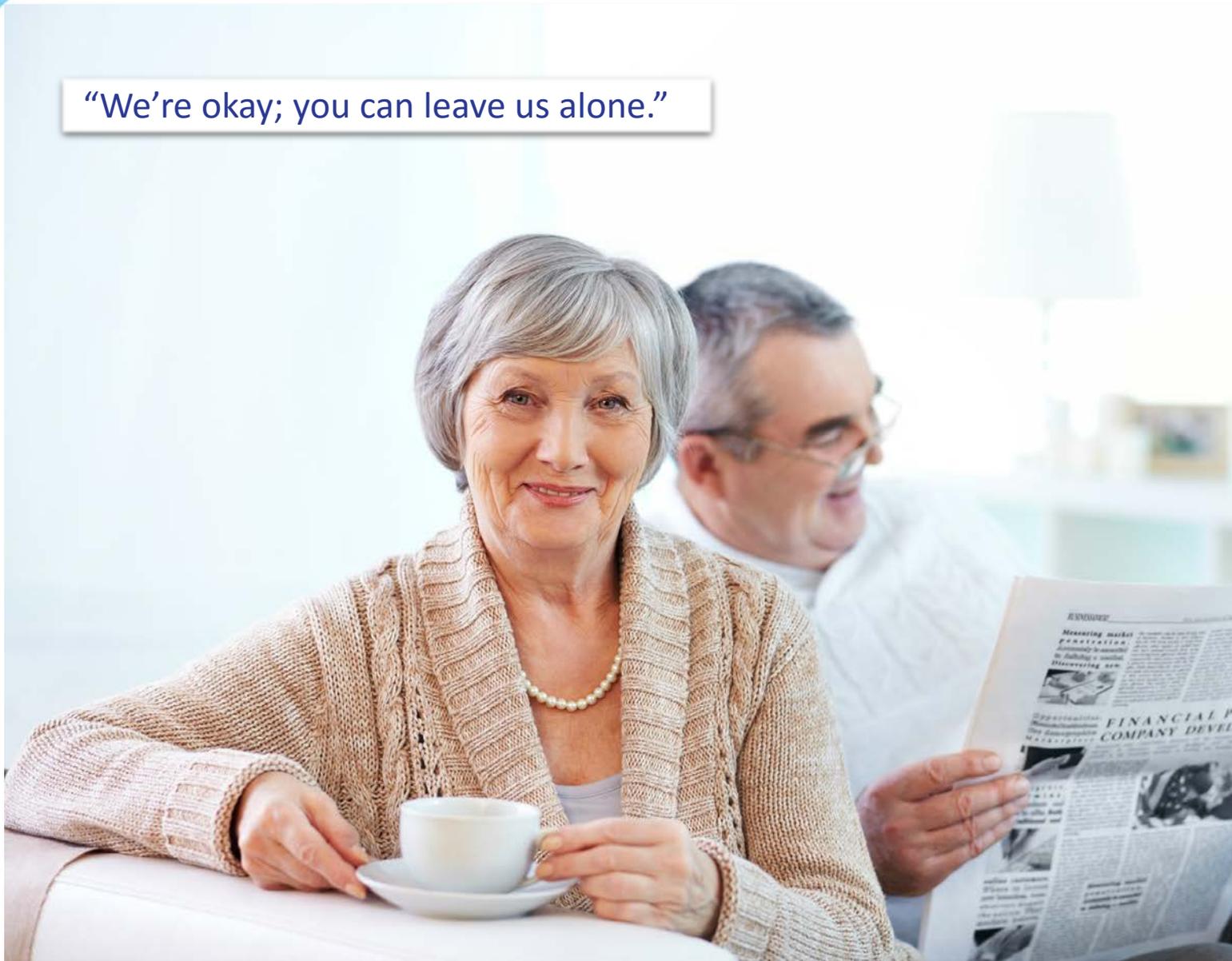
# Saving Seekers

“How can smart energy programs help us save money?”



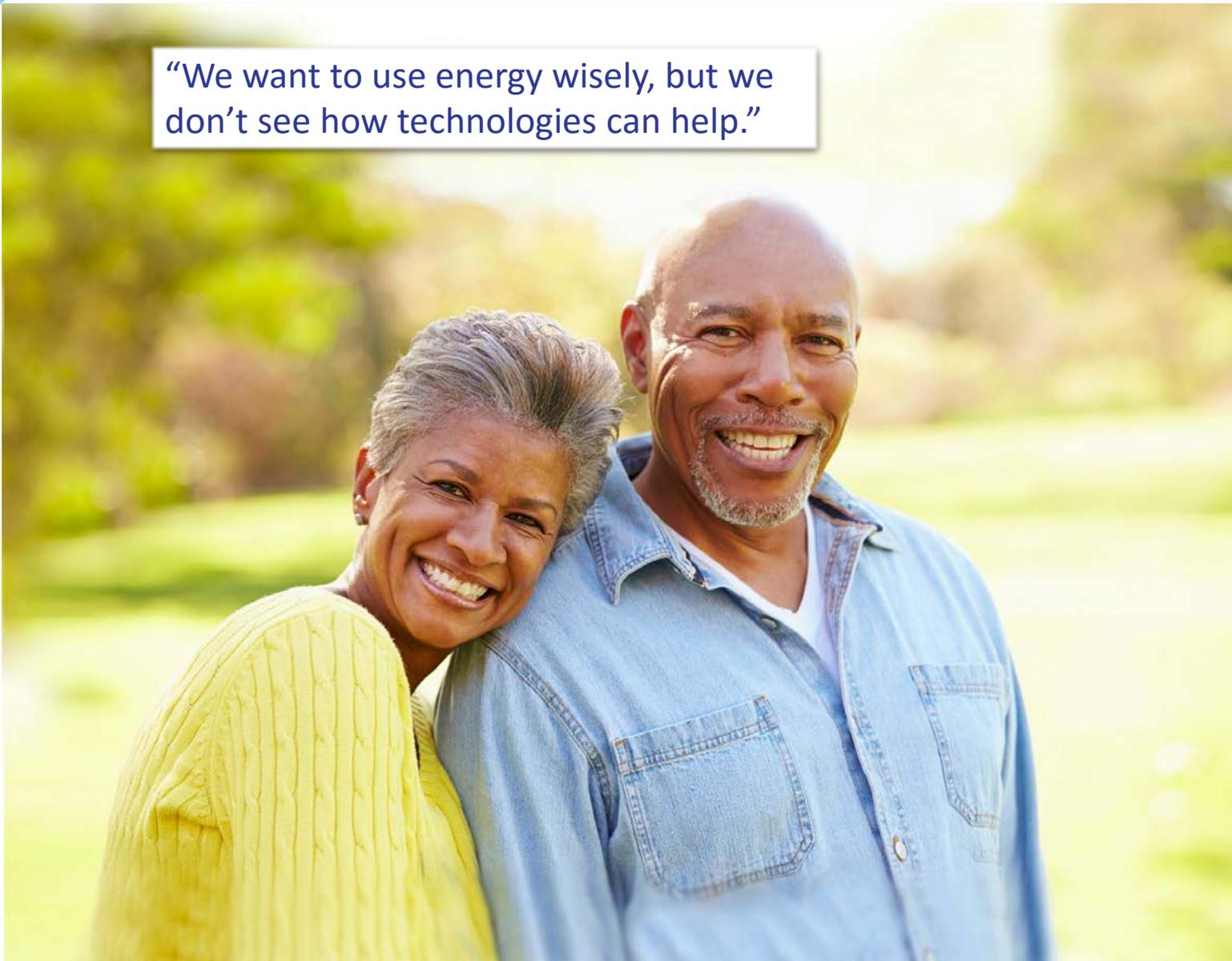
# Status Quo

“We’re okay; you can leave us alone.”



# Technology Cautious

“We want to use energy wisely, but we don’t see how technologies can help.”

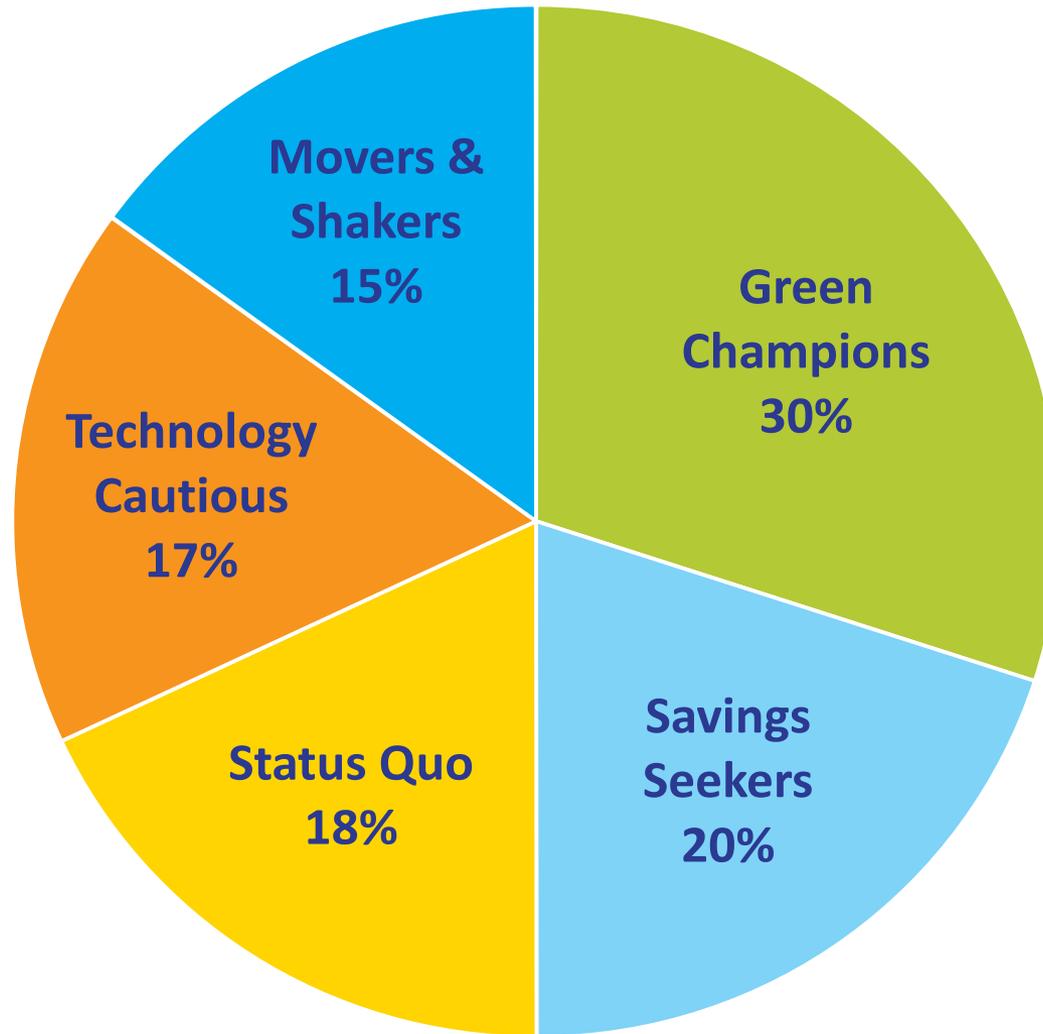


# Movers and Shakers

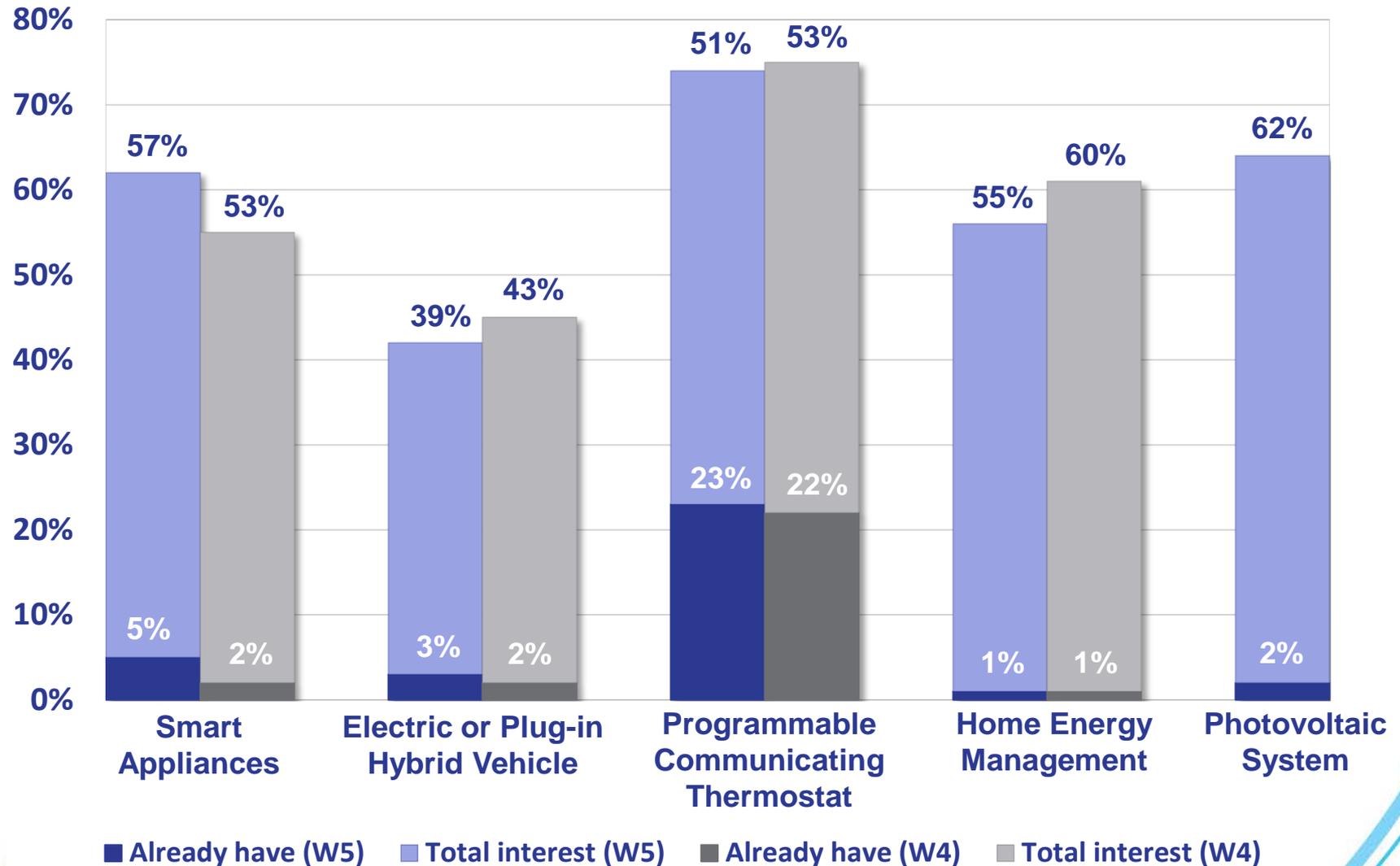
“Impress us with smart energy technology and maybe we will start to like the utility more.”



# The U.S. Population by Segment



# Technology Adoption and Interest



# The Consumer Value Proposition



## Environmental

Reduction in  
Greenhouse Gas  
Emissions enabled by  
smart grid

Smart Grid enables  
scale up of renewables  
& customers can access  
distributed generation

Peak load reductions  
enabled by demand  
response programs



## Economic

Customer savings from  
peak time rebate and  
other dynamic/time  
variant prices

Improvement in line  
loss reductions enabled  
by smart grid  
technology

Enabling choice,  
empowerment and/or  
personal management  
with prices

Ability for consumers to  
access to distributed  
generation



## Reliability

Outage avoidance

Quick recovery  
restoration or self-  
healing benefits

Customer service  
improvements to  
customer during outage  
or unusual  
circumstances

# Citizen Engagement

- 1. Citizens are the priority stakeholder***
- 2. A consumer value proposition is critical***
- 3. Consumers want technology***
- 4. Consumers know little about the smart grid or smart cities***
- 5. This is a big educational lift***



**SmartGrid  
consumer  
collaborative**

listen, educate, collaborate



## **Smart Grid Consumer Collaborative** *Consumer Engagement for the Smart Grid*

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