

# SMART GRID – What do consumers want?

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Nancy Brockway  
NBrockway & Assoc.

*I didn't ask for this \*\*^\$%## meter!*



# *Consumers want a good deal*

- Will pay for data that has value TO THEM.
- But don't want to pay just because *[fill in the blank]* tells them it is a good thing.
- And don't want to pay just because a regulator says they must.
- Goods and services must prove themselves in markets.
- Societal values must be held widely to be imposed by government.

# What have we been told? *What do we hear?*



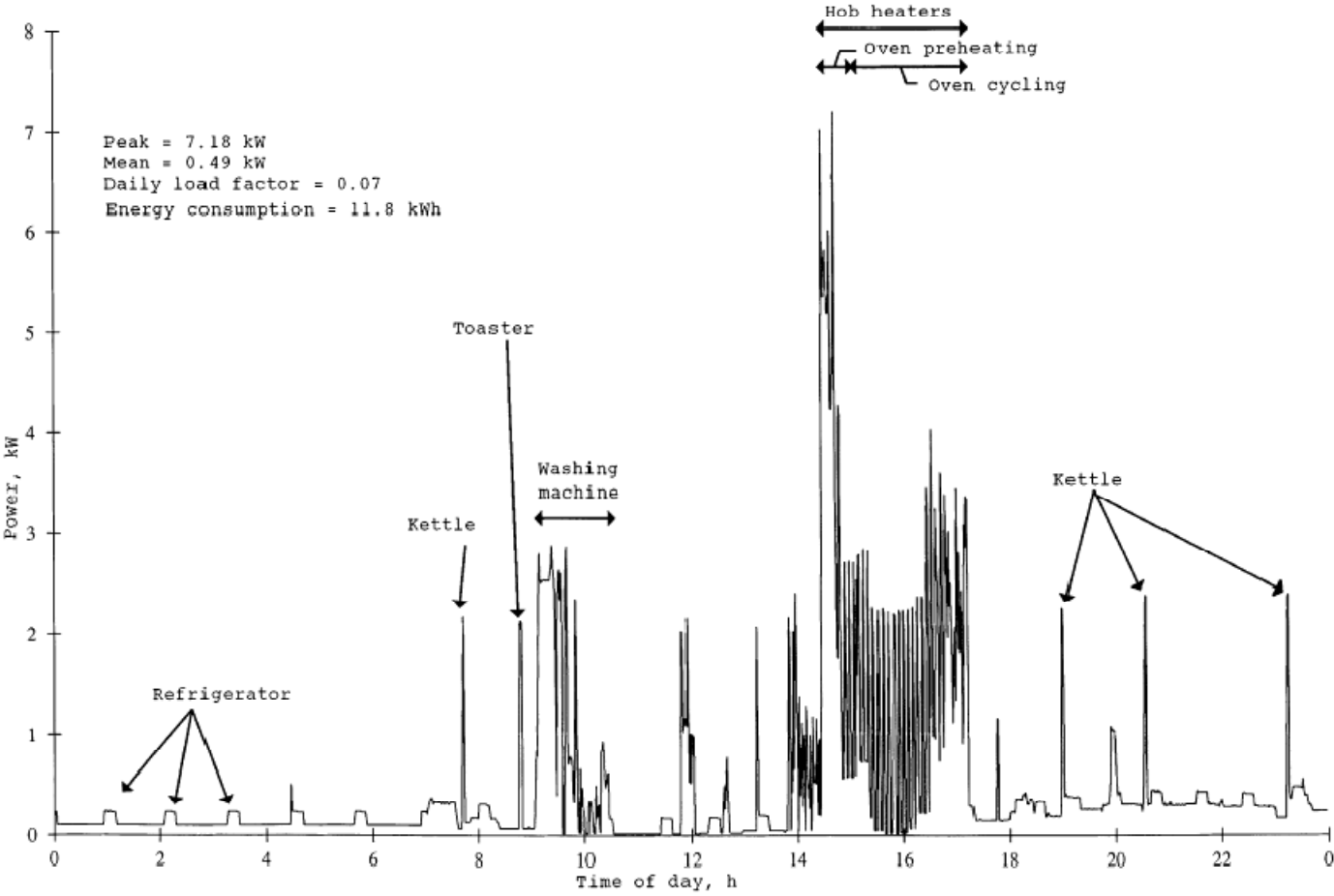
# Reasons for skepticism....

- *Remote disconnection*
  - 30 years of consumer advocacy – cancelled
- *DR estimates are just that*
  - Averages mask extreme impacts?
  - Extrapolations based on black box
  - What is DR worth in market?
  - How long will it last?
- *No proof of consumption response (& enviro benefits)*
  - Pilot results mixed at best
  - Metastudies so far not relevant
  - (even ACEEE does not endorse AMI)
- *Botched initial roll-outs*
- *Utilities/vendors won't put money where mouth is*
- *AMI undermines privacy and security*

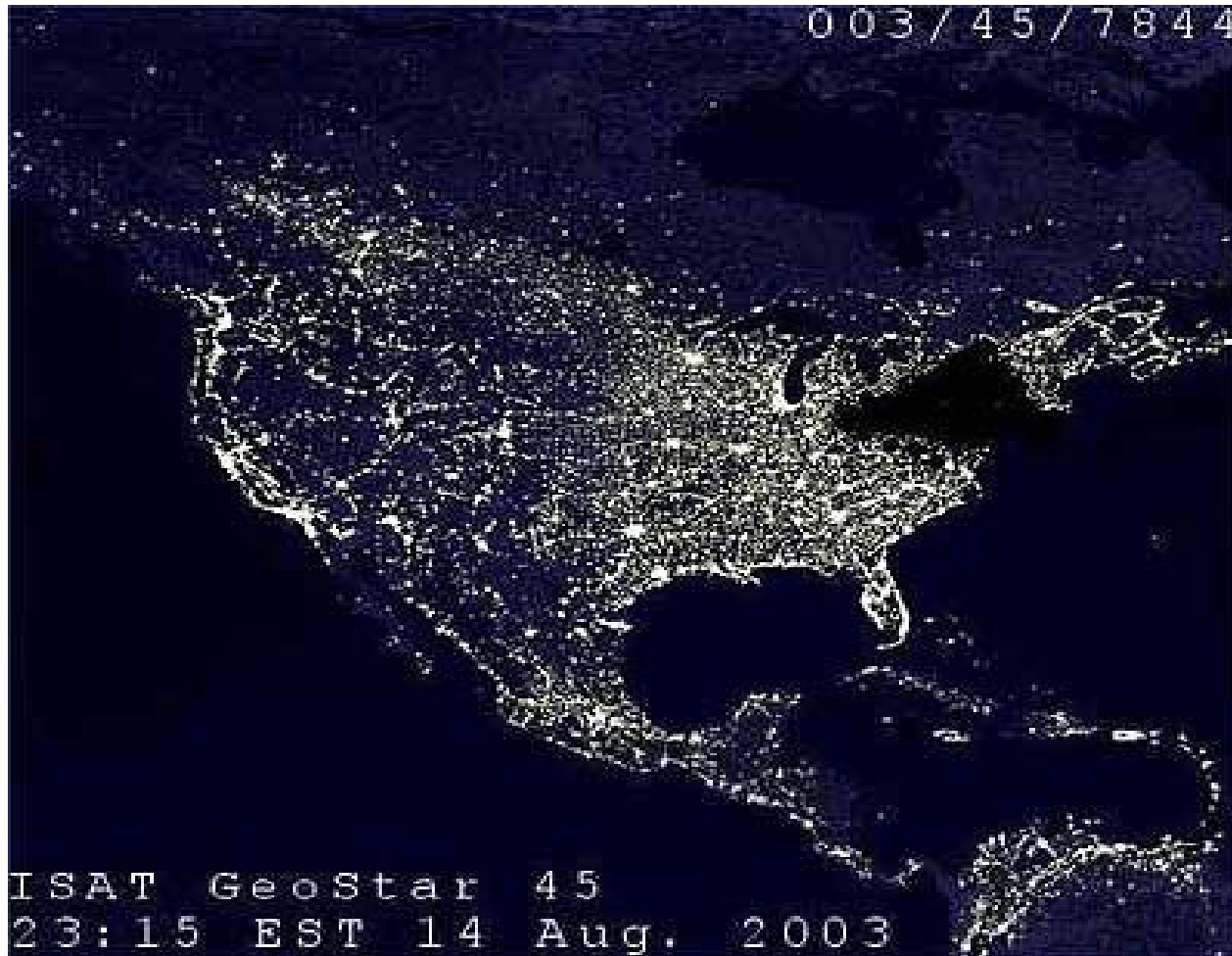
Bad timing, slow response →  
consumer distrust



# Granular data = Achilles Heel



# Low risk, very high consequences



# How to move forward?

- Don't push top-down agendas (or geek-down)
- Work to solve the problems, not dismiss them
- Don't overhype the product(s)
- Utilities/vendors –
  - put your money where your mouth is.
- Get pioneering applications right
  - Texas, Delmarva areas, Penna, PG&E SmartRate™
  - HAN enabled appliances
  - Study real-life experience of consumers in various settings
- Get security and privacy right from the outset