

HOW CAN THE CUSTOMER BECOME AN ACTIVE PARTICIPANT IN THE ENERGY LANDSCAPE

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How can the customer become an active participant in the energy landscape?



Ray Starling: *How can the customer become an active participant in the energy landscape?*

#1 Start with Energy Efficiency

- Efficiency is Hawaii's most versatile and cost-effective grid resource
- Start with energy efficiency and everything gets easier, smaller and less costly
- Efficiency reductions yield comparable firm generation reductions
- Key Allies: Honeywell, OPower, Blue Planet UH, Helen Wai, EEFG, Kanu, KUPU, NEED

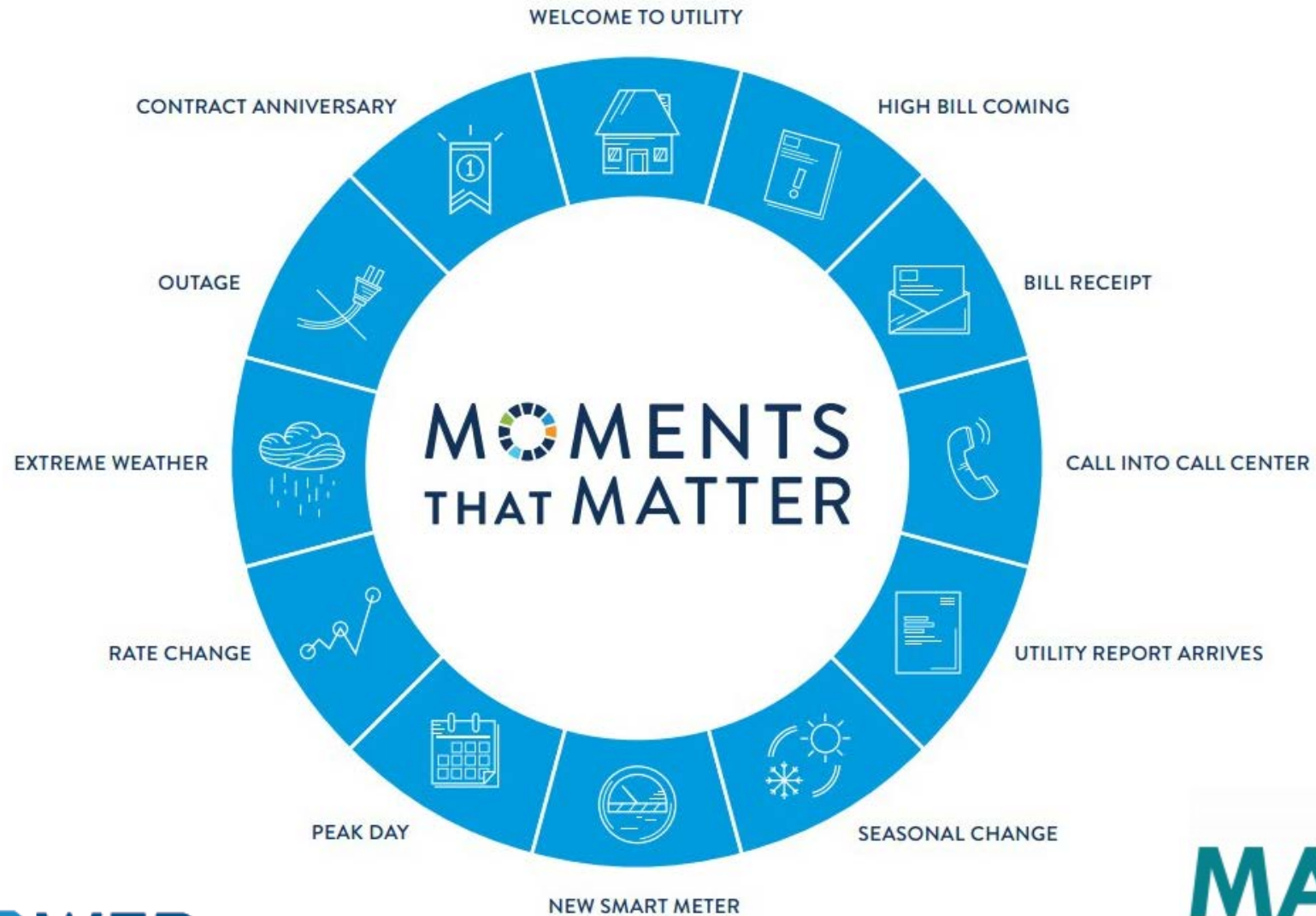
#2 View Customers as Grid Partners

- Treat customers like they are full partners in Hawaii's clean energy effort - or else . . .
- Educate customers as to how they can participate profitably in the clean energy grid
- Let customers take or produce on the grid at prices that encourage desired grid behavior

#3 Provide Real -Time Price Signals

- Provide a smart meter infrastructure that allows both buying and selling at variable rates that reflect positive or negative impact on the grid
- Deliver real-time utility price signals that incentivize customers to help clean energy

Matt O'Keefe: *How can the customer become an active participant in the energy landscape?*



Kimberly Williams: *How can the customer become an active participant in the energy landscape?*

IMAGINE...

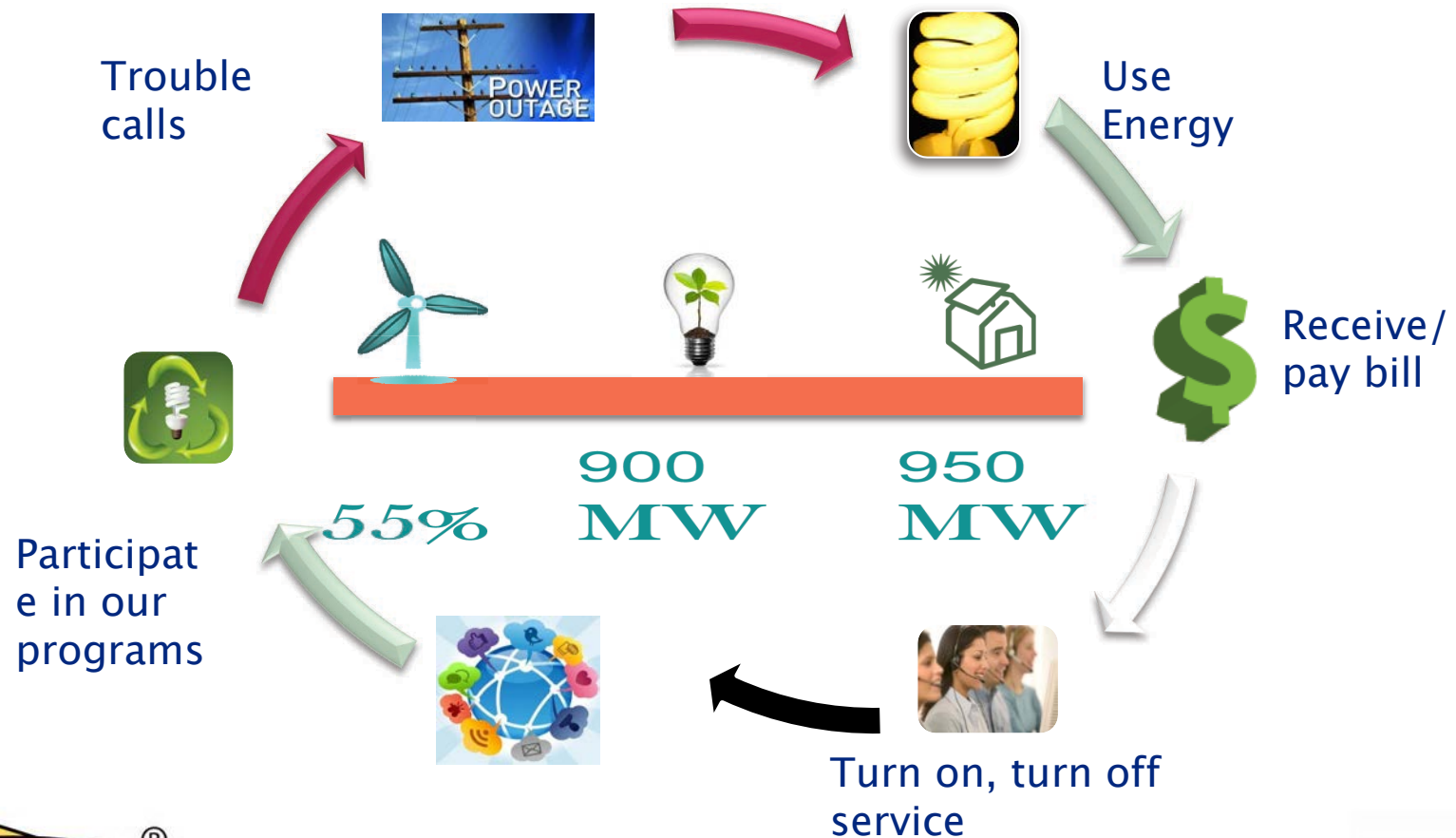


CALL TO ACTION EARLY USERS

- Multiple solutions of value and price
- Recruit marquee users and pay them to join
- Engage those willing to pay a premium
- Create successful platform connecting buyers and sellers

Debbie Kimberly: *How can the customer become an active participant in the energy landscape?*

Leverage Customer 'Moments of Truth'



Final Thoughts: *What is the single most important change to occur to get customer engagement?*



Debbie Kimberly: *What is the single most important change to get customer engagement to occur?*

- Develop products and services that customers value
- Listen to what customers say; pay attention to what they **do**
- Communicate in terms that customers understand, via media customers use



Ray Starling: *What is the single most important change to occur to get customer engagement?*

#1

Install and use smart meter infrastructure with variable real-time rates that are based on the customer's benefit or burden to the grid. . .

The rest will take care of itself

Kimberly Williams: *What is the single most important change to occur to get customer engagement?*

TRANSFORMATION REQUIRES
INTEGRATORS TO
ENTER THE SECTOR FROM
OTHER INDUSTRIES



Matt O'Keefe: *What is the single most important change to occur to get customer engagement?*

Personalization

