Developing a Roadmap for the Utility of the Future

Smart Grid Customer Education Symposium
September 29, 2016
What is the role of my utility?

- Provide electric, water, or gas: 45.1% (+3.5 / -3.5)
- Be my partner in reducing energy: 17.3% (+2.9 / -2.5)
- Lead community with smart energy solutions: 16.6% (+2.9 / -2.5)
- Help me get smarter about energy use: 13.0% (+2.7 / -2.3)
- Be a provider of smart home services: 8.1% (+2.4 / -1.9)
What would you like from your utility of the future?

- Offer in-home smart energy products: 22.0% (+3.0 / -2.7)
- Make their bill easier to understand: 20.6% (+2.9 / -2.6)
- Offer Internet service: 20.2% (+2.9 / -2.6)
- Help me make my home smarter: 16.6% (+2.7 / -2.4)
- Offer classes on energy use and reduction: 11.4% (+2.5 / -2.1)
- Help me understand what a smart home is: 9.2% (+2.3 / -1.9)
I think my utility is innovative.
If my utility could do anything in the future it would be...

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
<th>Change 1</th>
<th>Change 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automate energy savings</td>
<td>32.0%</td>
<td>+3.4</td>
<td>-3.2</td>
</tr>
<tr>
<td>Provide all types of services to home</td>
<td>23.5%</td>
<td>+3.2</td>
<td>-2.9</td>
</tr>
<tr>
<td>Build smarter communities</td>
<td>19.4%</td>
<td>+3.0</td>
<td>-2.7</td>
</tr>
<tr>
<td>Make everything available by app</td>
<td>11.3%</td>
<td>+2.5</td>
<td>-2.1</td>
</tr>
<tr>
<td>Offer security services</td>
<td>7.7%</td>
<td>+2.2</td>
<td>-1.7</td>
</tr>
<tr>
<td>Offer music and entertainment services</td>
<td>6.1%</td>
<td>+2.0</td>
<td>-1.5</td>
</tr>
</tbody>
</table>
What does the utility of the future look like?
Thank you!

Contact Details:
Juliet Shavit
215-504-4272
jshavit@smartmarkusa.com