

The Smart Meter Deployment Handbook

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- Handbook developed by NV Energy and U.S. Department of Energy in 2010.
- Released in april 2013.
- **Purpose**; a guide to increase consumer confidence in smart meter deployment.

Background

- NV Energy recognized lack of consumer confidence in smart meter systems – **risk**.
- Important that consumers first experience with smart meters is positive – **trust**.
- Motivation in using smart meters is essential.
- Goal is to shape consumers attitude in a way that they experience "energy ownership".

90-60-30 strategy

- Describes what must happen 90, 60 and 30 days prior to an installation.
- **90 Days:** Educate Employees & Community Leaders
 - Establish a website (Intranet).
 - Community leaders; the ones that have the potential to positively influence a smart metering project.

- **60 Days: Educate Community**

- Live presentation more effective than mail and letters.
- Booth with graphics at street fairs, trade shows etc. Mobile trailers.
- Handouts.

- **30 Days: Notify Customers**

- Letter
- Reply Card
- Automated Phone Reminder

- **0 Days: Deploy**

- 1. Complete the installation.
- 2. Leave a door hanger.

Also...

- **+ 5 Days:** Survey and Support Customers
 - Contact customers for a post-installation customer satisfaction survey.
 - Online tools.

- Where can I find the handbook?

- http://www.smartgrid.gov/document/nv_energy_smart_meter_deployment_handbook