

PUBLIC PERCEPTION OF AMI

Cleveland Utilities

Cleveland Utilities

- 30,000 electric customers
- 30,000 water customers
- 16,000 waste water customers

Smart Grid Backbone

- 2008
 - RFP for fiber optic backbone
 - 3 fiber rings (39 miles of fiber)
 - Installed on our 69 KV transmission line route

AMI

- 2010
 - RFP for AMI vendors
 - Elster selected for our AMI solution
- 2010 - 2012
 - Deployment of 30,000 AMI meters for electric system

Publicity

- Newspaper articles
- "CU installing SmartMeters, explains process" - Cleveland Daily Banner, 12-1-10
- "Tea Party, CU debate SmartMeters" - Cleveland Daily Banner. 12-2-10
- "SmartMeters power up" - Cleveland Daily Banner, 8-22-11
- "SmartMeters key in U.S. campaign eyeing foreign oil" - Cleveland Daily Banner, 8-29-11
- "Meter installations get customer nod" - Cleveland Daily Banner, 9-5-11
- "VEC getting AMR meter benefits it sought" - Cleveland Daily Banner, 9-12-11
- "New time-of-use rates a reason for AMRs" - Cleveland Daily Banner, 9-19-11

Public Response

- Initially there was little public response to AMI
- CU started receiving feedback at CUB meetings
- Office visits by concerned customers
- Form letters from customers

Realization of Misinformation

- We began to realize that there was a lot of misinformation about smart meter technology

[Document 1.pdf](#)

[Document 2.pdf](#)

[Document 3.pdf](#)

Public Concerns

- Health risks from RF exposure
- Privacy
- Control of appliances
- Restriction of power consumption

Response

- AMI project section on CU website
[Welcome - Cleveland Utilities.htm](#)
- Brochure
- Newspaper articles addressing concerns

RF

- Elster whitepaper on RF safety
[RF Safety and the Energy Axis System.pdf](#)
- CU purchased RF meter
[CU RF test results.xlsx](#)
- Newspaper articles addressing concerns

Deployment Issues

Refusals in the field

Certified letters

CU Response to refusals

Allowed customers to refuse installation of new meters

Decided to wait until the end of deployment to address refusals

Refusals after deployment

At the end of AMI deployment, we had 43 customers who had refused AMI meters installations.

(0.14 %)

Opt Out Rate

- CUB approved a \$10 per meter per month Opt Out Rate for those customers who still did not want an AMI meter.
- Opt Out Rate customers will be placed in separate route and costs associated with manual reads will be evaluated and the rate adjusted up or down as needed.
- This Opt Out Rate gave our customers a choice as opposed to forcing the new technology on them.

Opt Out Rate

- Letters were sent out to each customer who refused an AMI meter informing them of the new Opt Out Rate which will be applied to November 2012 bills.
- As of 10/19/12, the list of refusals has decreased from 43 customers to 21 customers.
- We expect the number to continue to fall when billing begins in November.

Conclusions

- Many of our customers were distributed misleading or false information concerning our AMI deployment.
- Fear of new technology is real for some customers.
- Our customers now have a choice

Future

- Water AMI project
 - 30,000 water meters
- Customer Portal
 - 1st quarter 2013

Questions