



Flick Power Gen II Product Test Report

December 5, 2024

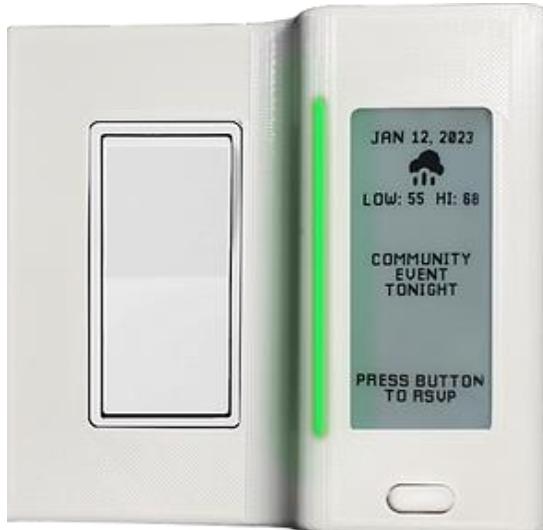
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Methodology

- An online survey was conducted Oct 24 – Nov 22, 2024 with residents of Walden Glen Apartments in Buena Park, CA
- Door hangers were left on every door of the community and advertised either a \$30 Amazon card or \$30 Visa card for completing the survey
- Postcards and letters followed the door hangers
- Additional email invitations were also sent to the device group
 - 91 housing units had Flick Power devices installed. 12 of the 91 responded to the survey (13% response rate).
 - The remaining 95 housing units did not have devices installed. 24 of the 95 responded to the survey (25% response rate).



Summary of Findings



- Nearly all residents with Gen II device installed were aware of it and most were familiar with the meanings of the color changes



- 100% of residents with a Flick Power Gen II light switch took actions to reduce usage when there was a color change

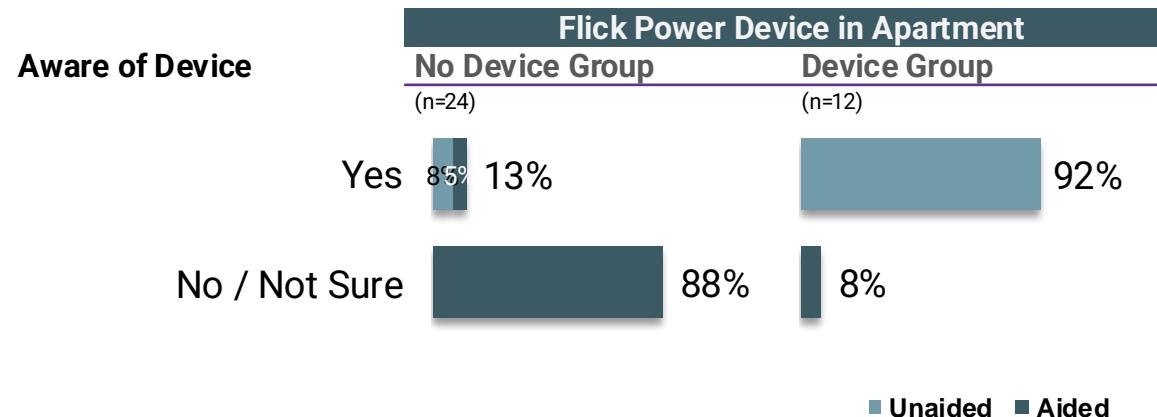


- Many users of the device thought the addition of a sound that accompanied the color changes would help signal that it was time to start reducing/shifting their usage.

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Aware of Device

- Almost all residents living in apartments with the device installed were aware of it
 - One resident still did not see the device installed after being reminded what it looked like

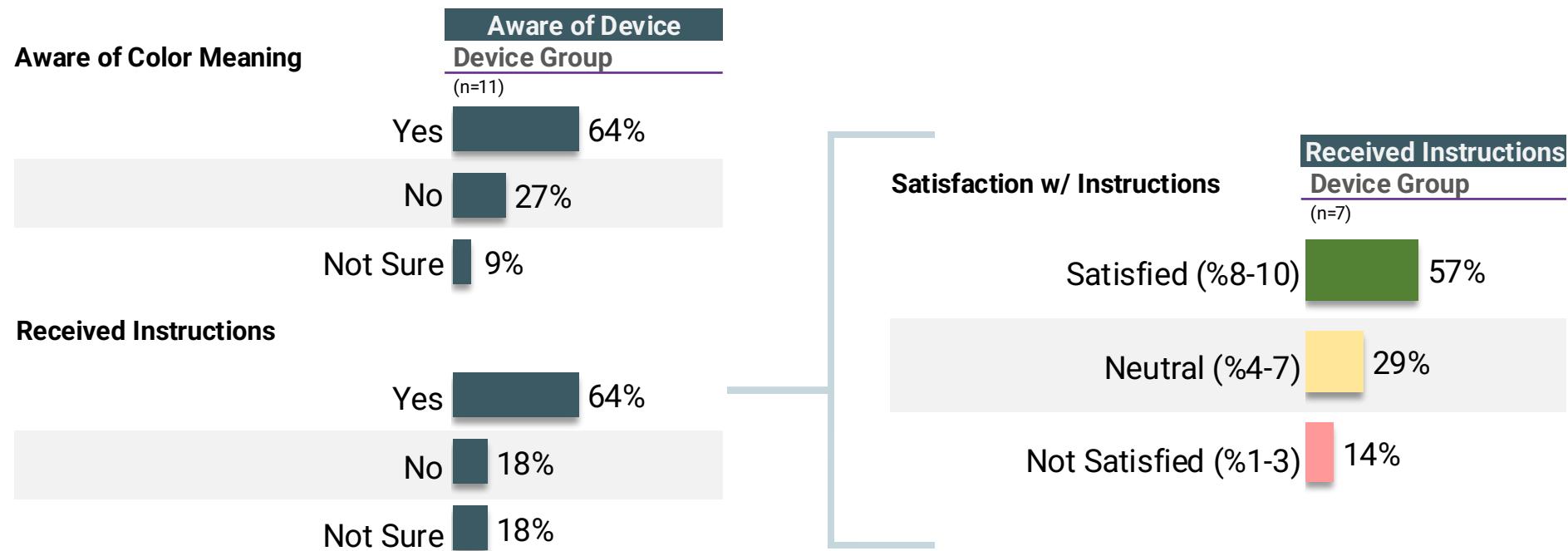


QW1 - Our records indicate a Flick Power light switch was installed in your apartment. This is a light switch that sends signals in the form of colored lights to show the price of electricity: green (lowest price), orange (moderate), and red (most expensive). It serves as a reminder that rates are high and nudges you to shift usage if you can hold off. Were you aware that this Flick Power light switch was installed in your home?

QW1b - [NO TO W1] Please look around your apartment. Sometimes this device is installed near the entrance to your apartment, near the thermostat or in the foyer between kitchen and living room. Now that you've looked around, have you been able to locate this device?

Aware of Device Colors / Received Instructions

- Most residents (64%) who were aware of the device were also aware of the different color meanings
- Two out of three also recall receiving instructions on the light switch
 - Only one person was dissatisfied with the instructions



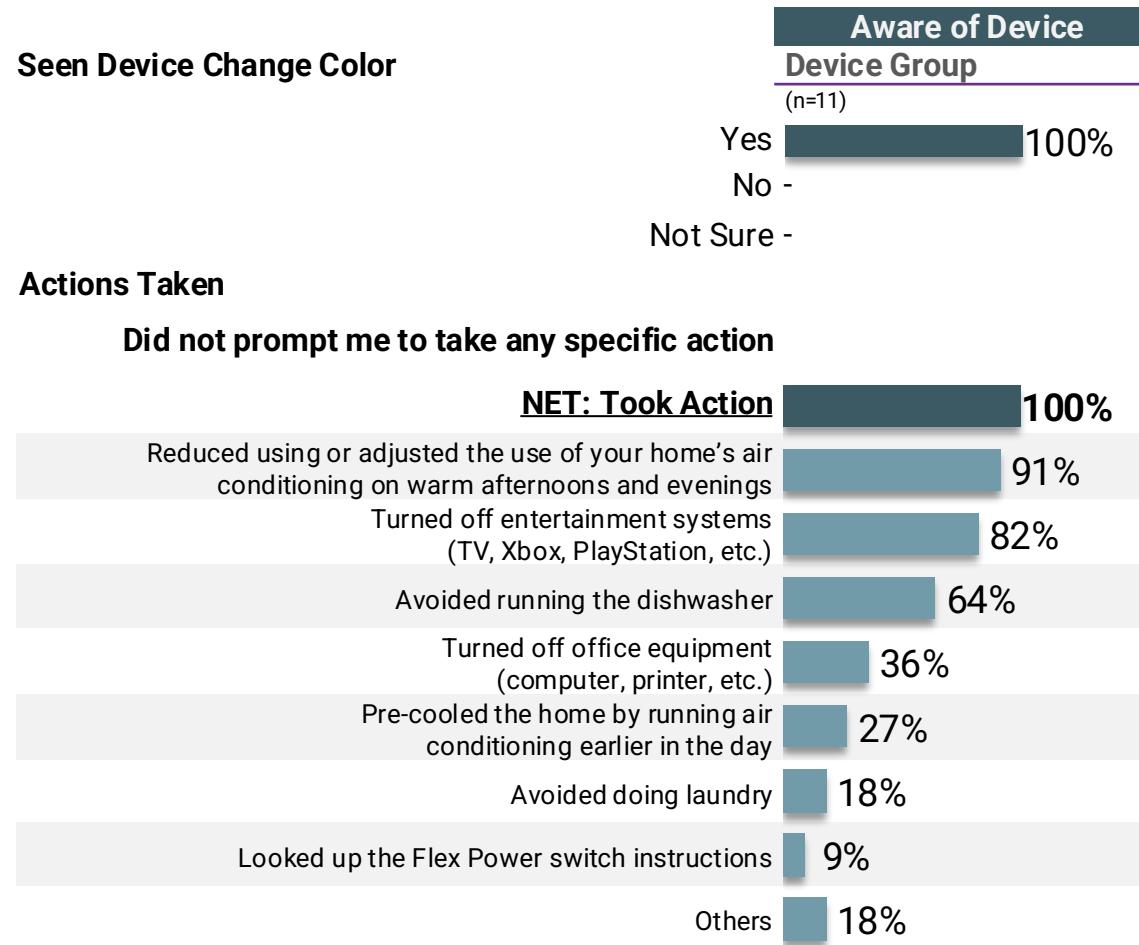
QW2 – [AWARE OF DEVICE] Before today, were you aware of the meaning of the different colors?

QW3 - [AWARE OF DEVICE] Have you received any instructions or information about the Flick Power light switch?

QW4 - [RECEIVED INSTRUCTIONS] How helpful did you find the information given on the Flick Power light switch?

Response to Device Changing Color

- Everyone aware of the device reported seeing the device change color
- 100% of the residents who saw the color change were prompted to take action to save energy



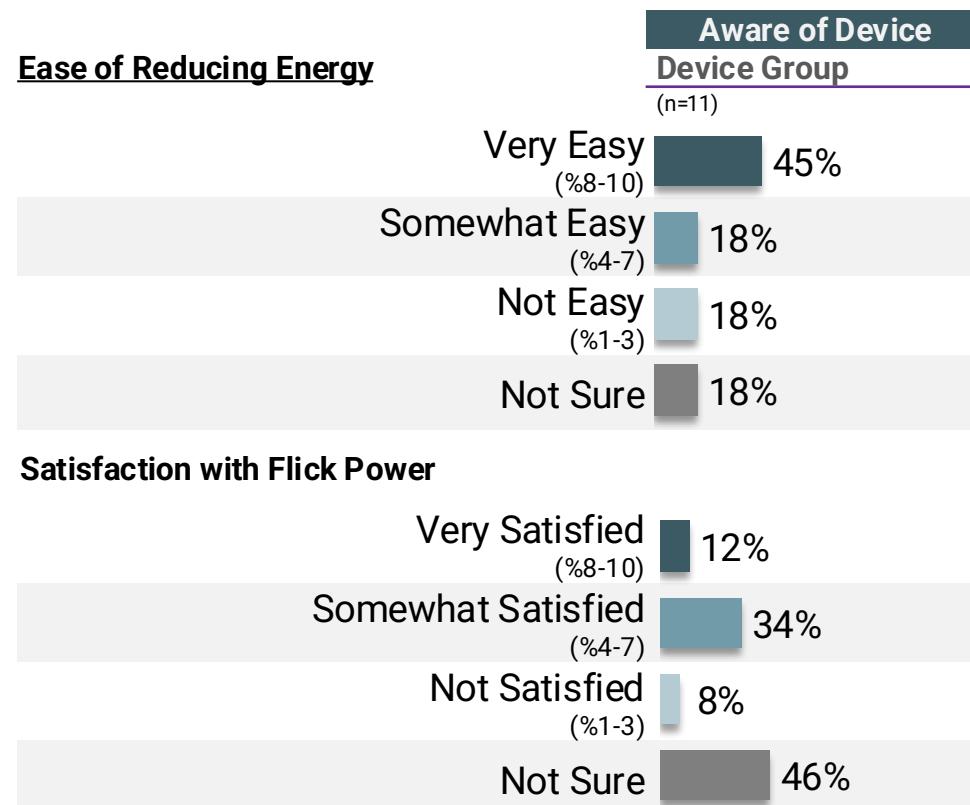
QW5 – [AWARE OF DEVICE] Have you seen the Flick Power light switch changing color, indicating that you are or were in a peak period and energy rates and carbon emissions were higher?

QW6 - What action(s) did you or others in your apartment take after seeing the light switch change color?

*Shading indicates a significant difference at the 90% confidence level.

Aware of Device Colors / Received Instructions

- Only one of the residents found it difficult to reduce their energy use when the switch turned red
- The majority (56%) of those with devices installed were either somewhat or very satisfied with the device



QW7 – [AWARE OF DEVICE] How easy was it to reduce your energy use when the Flick Power light switch color turned red?
 QW8 - [AWARE OF DEVICE] Overall, how satisfied are you with the Flick Power light switch?

Aware of Device Colors / Received Instructions

- Suggestions on how to improve the device are shown below. Many of the residents would like an audible cue as well as the visual

Comments for Improvement

Device Currently Installed and Aware of Device

A voice that gives current energy usage would be beneficial.

Beeping sound.

It could tell you what would take less energy while plugged in or on.

It flashes red when nothing is being used but the fridge some days.

Let us clear the red when we have reduced the energy.

More user friendly and easier to understand instructions.

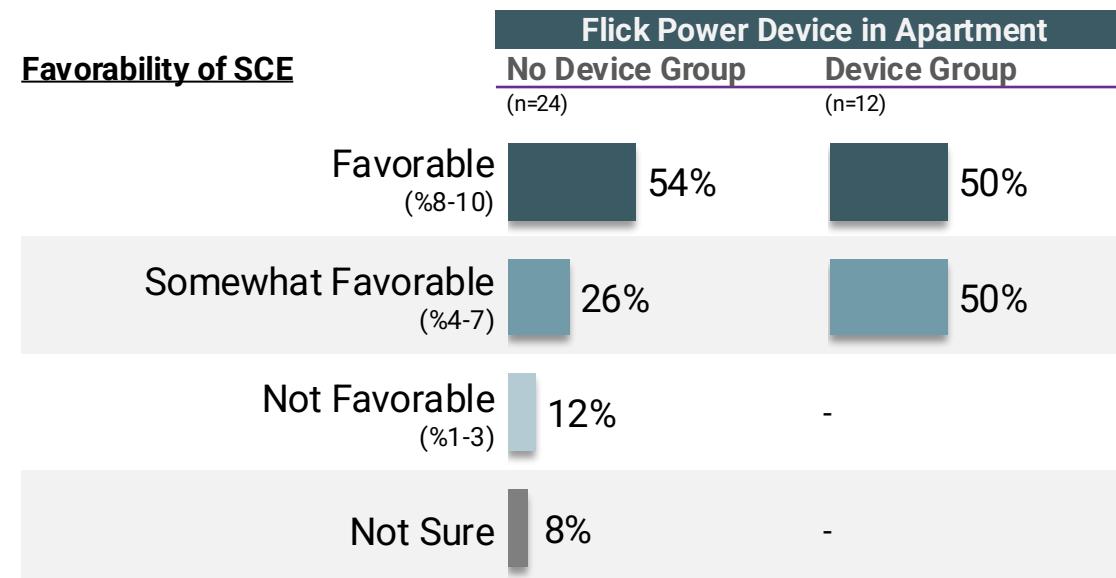
The flick power light switch could be improved by having dimming lights during peak hours and regular lighting during normal hours of the days.

The LED read out could actually have current and pertinent information. I think for people that don't already have energy saving habits, it might be useful to have a sound accompany the light.

To make a sound when you are in the red zone so you can make sure to conserve the energy being used.

Favorability of SCE

- Those with the device were directionally more favorable toward SCE than those without the device (80% vs 100%)



QD1 - Suppose you were to talk with friends, family, or co-workers about Southern California Edison. Would your comments be favorable or unfavorable?

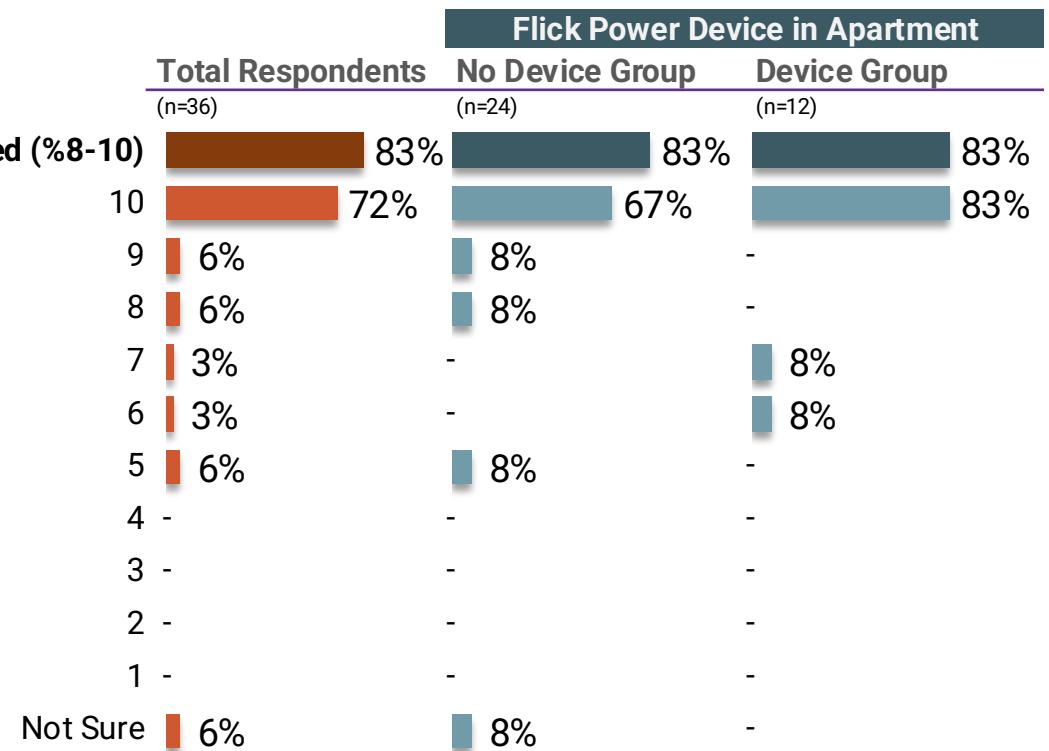
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Interest in Energy Consumption

- Interest in energy consumption is relatively high among both groups

Interest in Energy Consumption

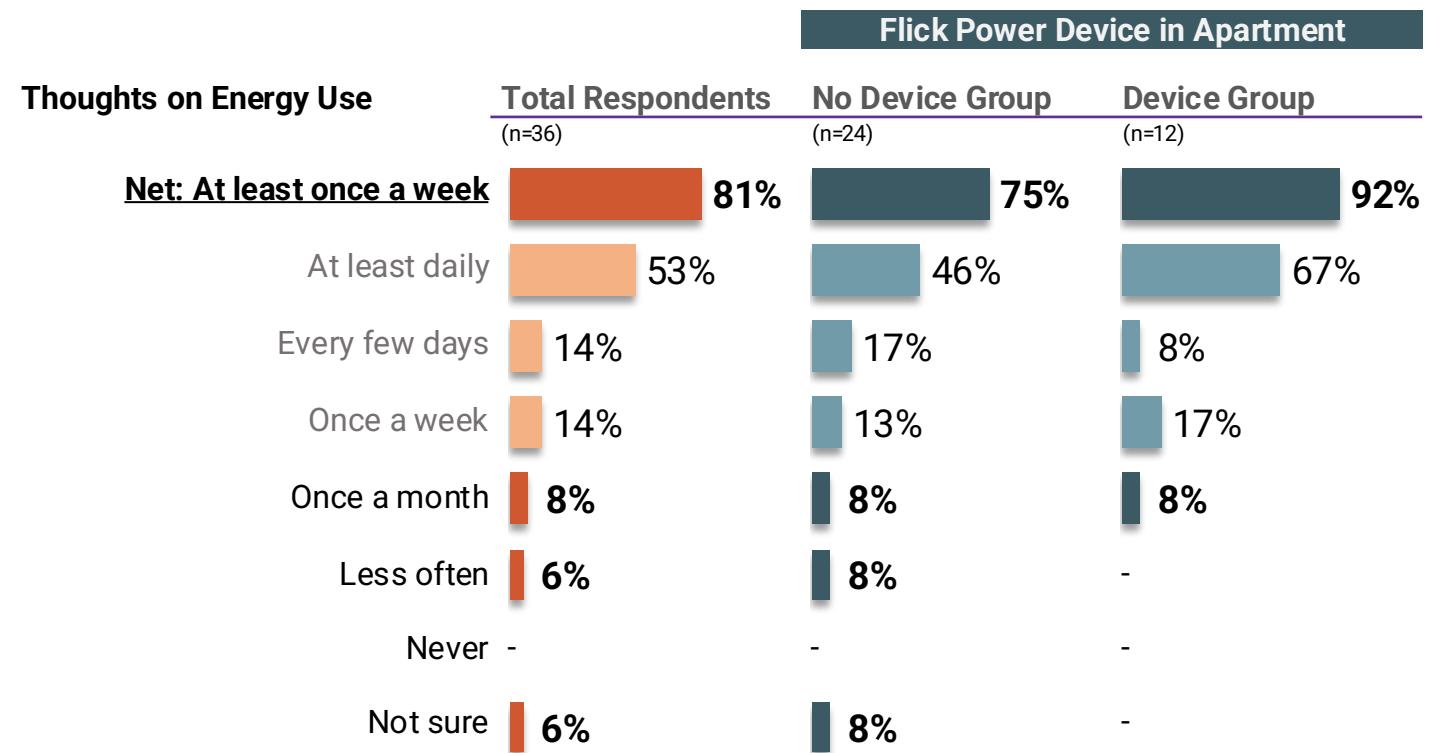
Net: Interested (%8-10)



Q1 - How interested would you say you are in lowering the energy consumption of your apartment?

Frequency of Thinking about Energy Usage

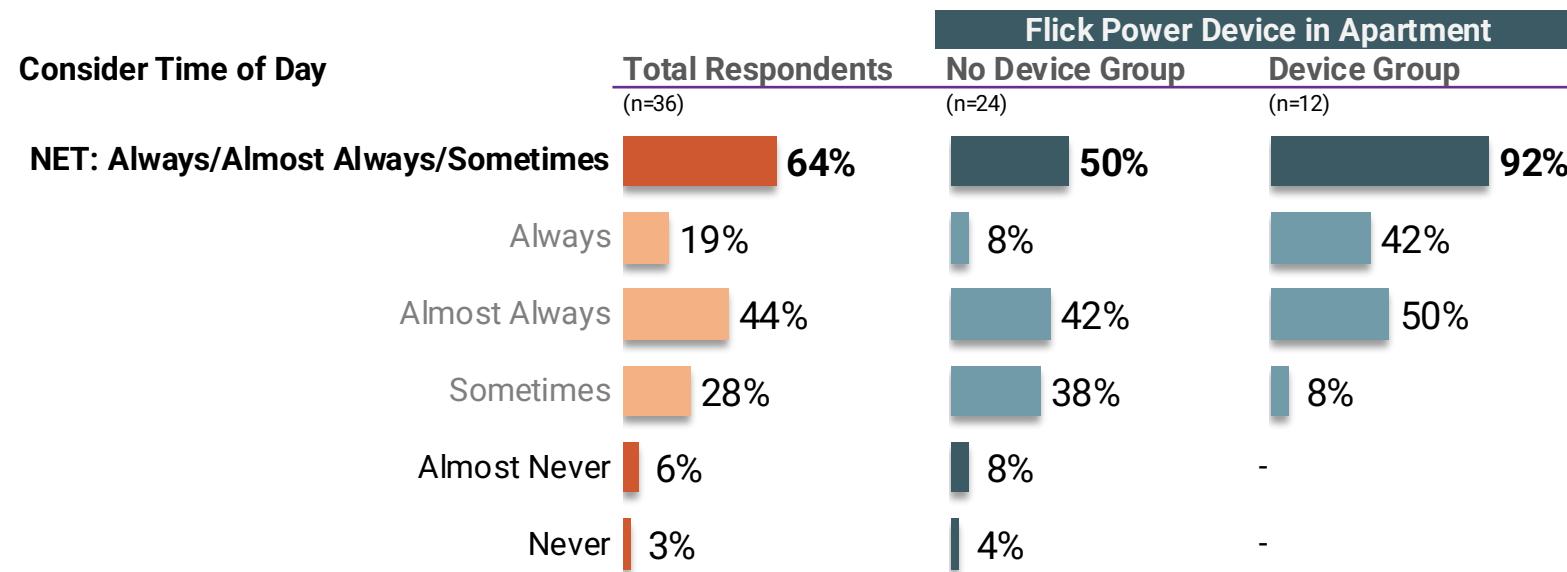
- Four out of five residents think about their energy use at least once per week
- 67% of residents with a Flick light switch thought about their energy use at least once a day.



Q2 - How often would you say you think about how much electricity your apartment uses?

Consideration of Time of Day When Running Appliances

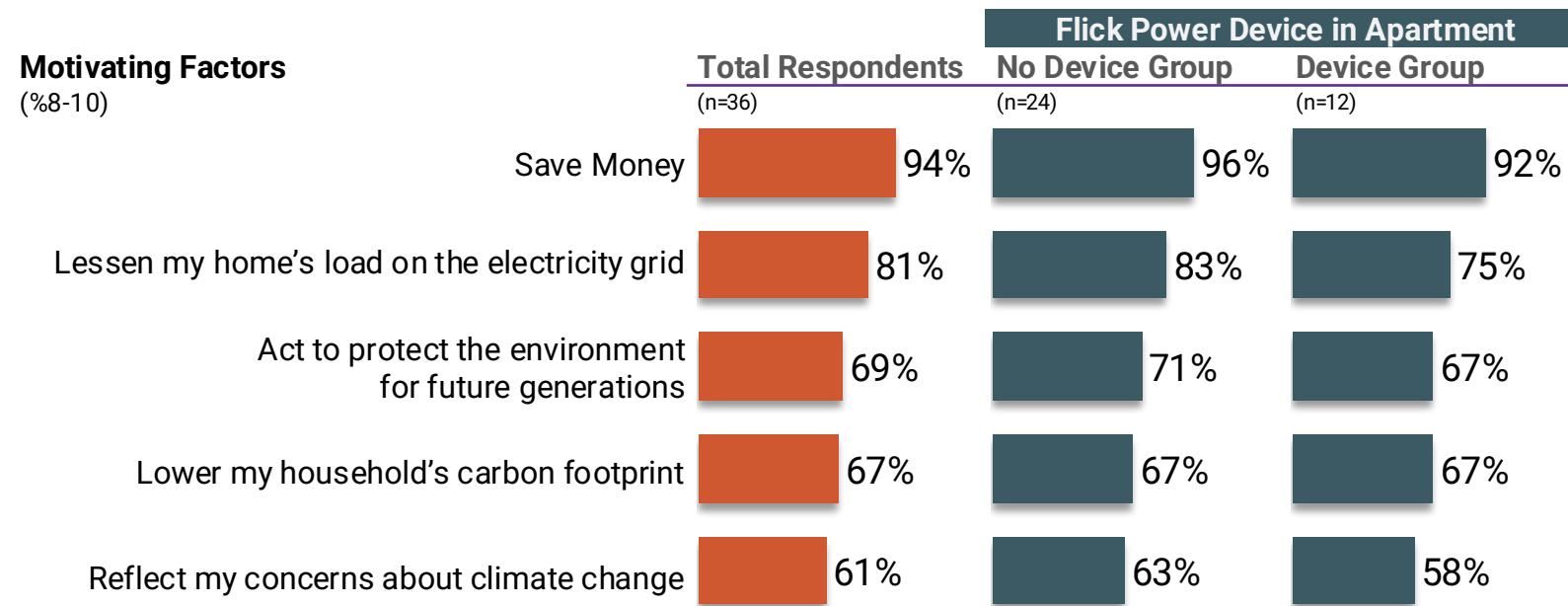
- Residents with a Flick Power device installed were directionally more likely to consider the time of day when running appliances (92% vs 50%)



Q3 - Typically, how often would you say you consider the time of day when deciding whether or not to run appliances such as your dishwasher, washer/dryer, air conditioning, etc.?

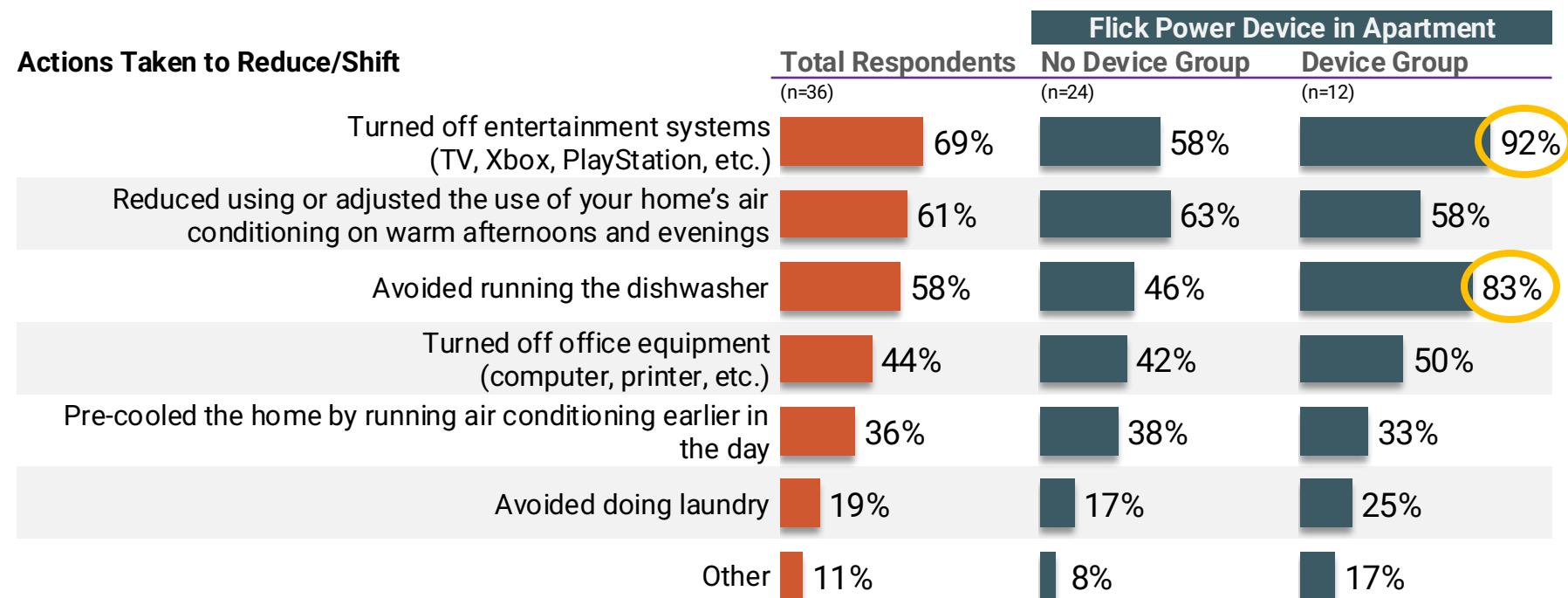
Motivating Factors to Lower Energy Use

- The largest motivating factor to lower their energy use was to save money



Actions Taken to Reduce / Shift Usage

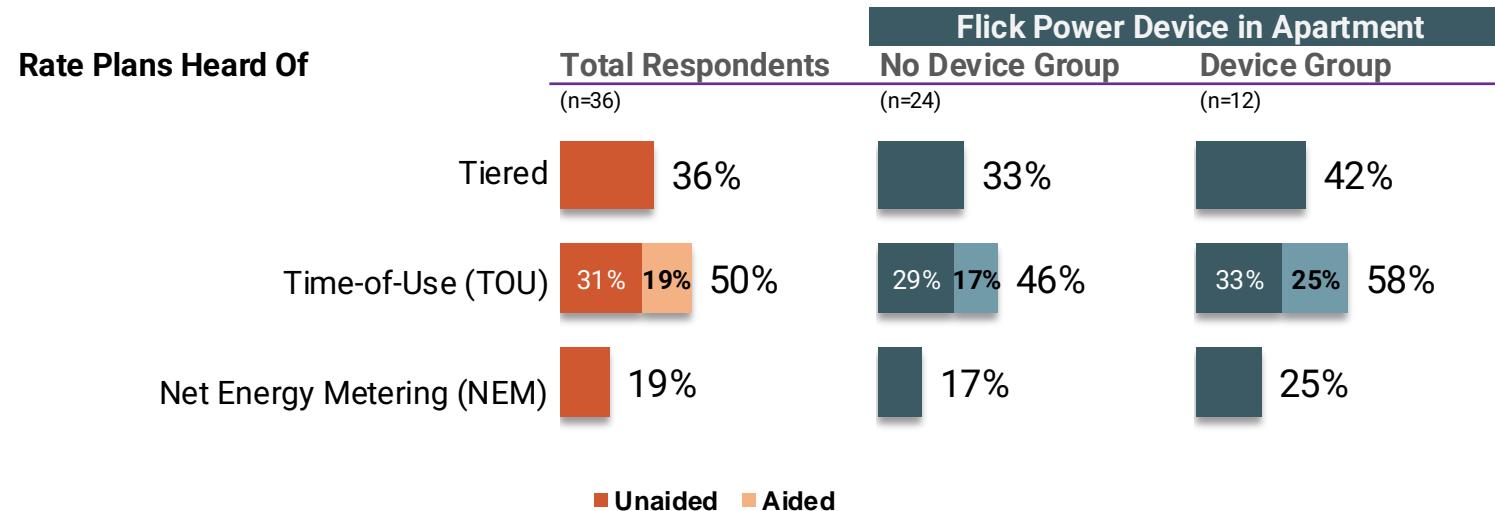
- Residents with a Flick Power device were directionally more likely to turn off their entertainment systems and avoid running the dishwasher.



Q5 - Which, if any, of the following actions have you taken during the recent past to reduce or shift your household's electricity usage in the late afternoon and early evenings, even if you only took the action occasionally?

Rate Plan Awareness

- Approximately half of the residents had heard of Time-of-Use rate plans



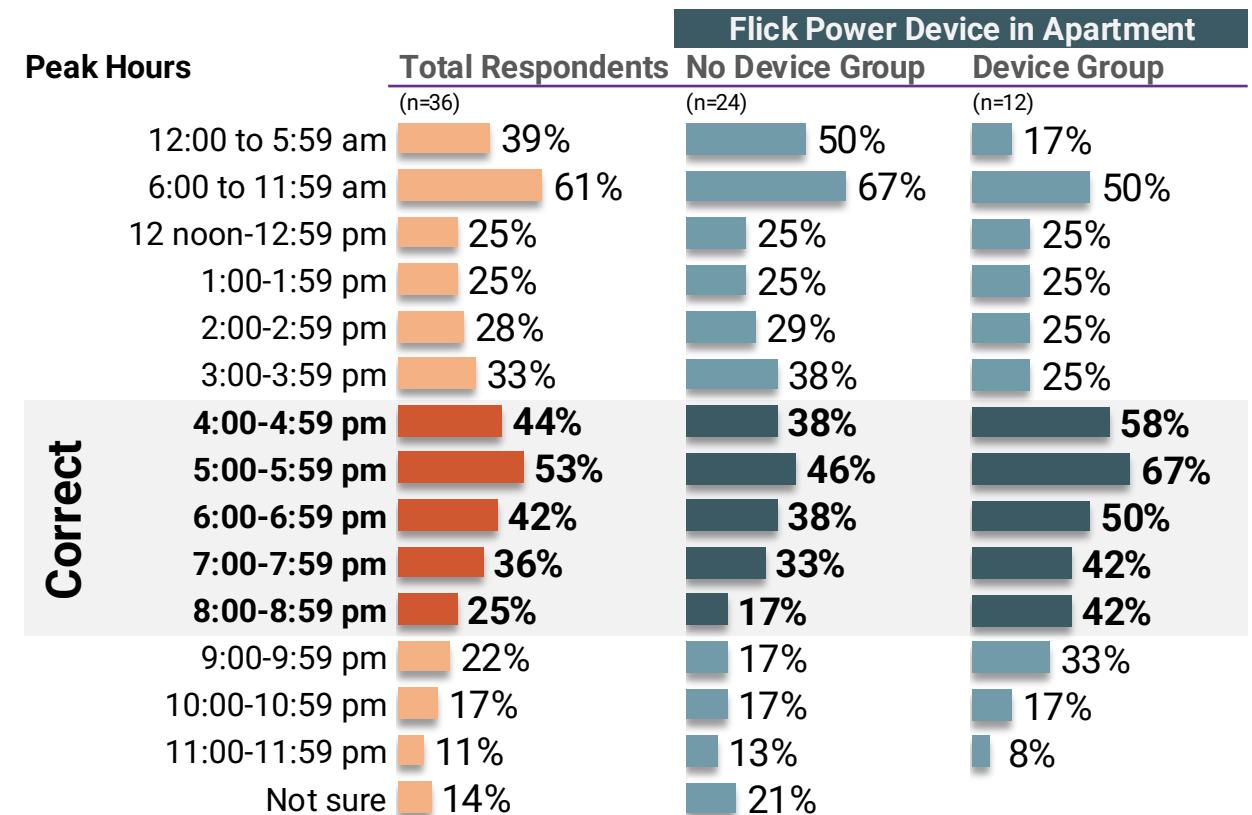
Q6 - Your energy provider offers an assortment of rate plans. Which of the following types of rate plans for residential electricity use have you heard of?

Q7 - Rates on a Time-Of-Use (TOU) plan are based on the time of day and the season. Electricity prices are typically lower early in the day, overnight, and on the weekends. By taking advantage of lower rates during off-peak and super off-peak periods, you can avoid higher weekday rates when energy resources are in demand.

After reading this description, do you recall hearing about Time-of-Use rate plans prior to this survey?

Peak Hour Awareness

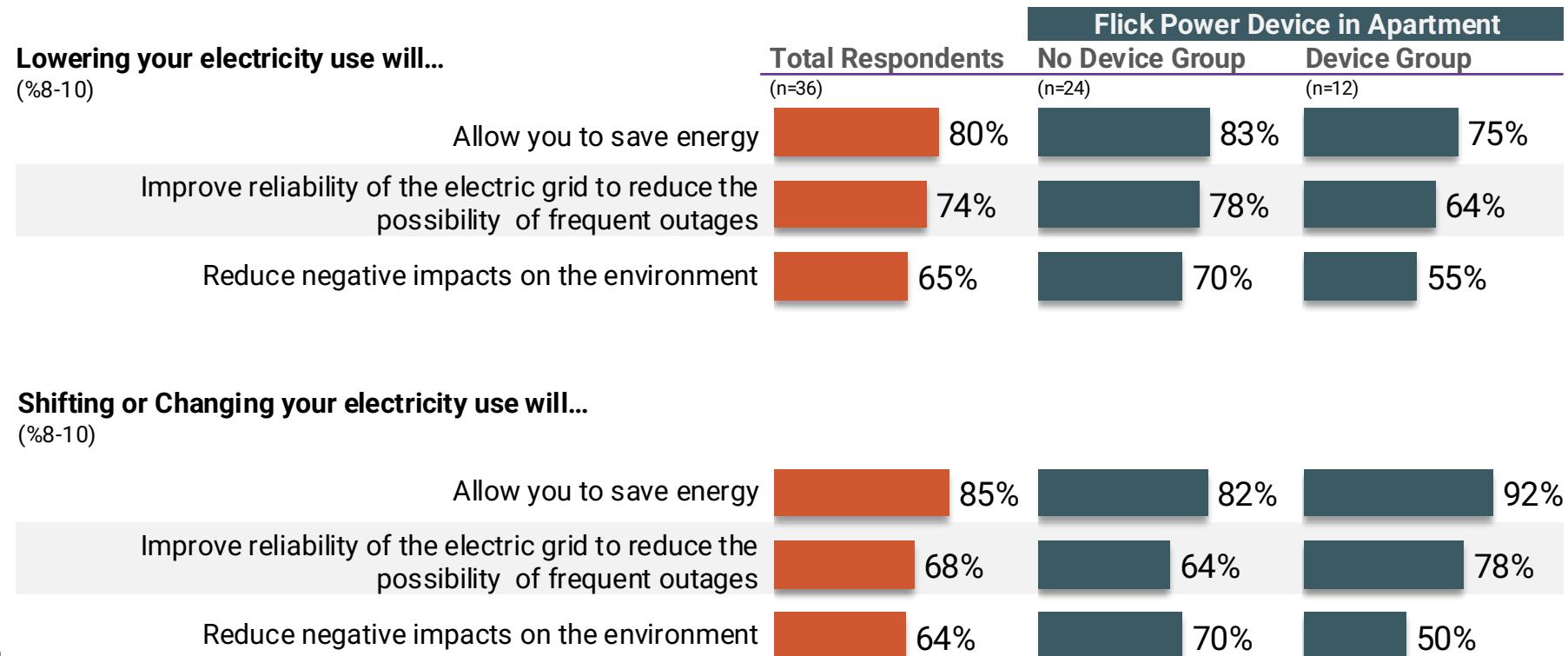
- Residents with the device installed were better at identifying Peak Hours



Q8 - Peak hours are when the price of electricity is higher. On the Edison Time-of-Use rate plan, during what hours is electricity most expensive?

Benefits of Lowering / Shifting Electricity Use

- Saving energy and reducing outages are the top possible benefits to reducing/shifting usage

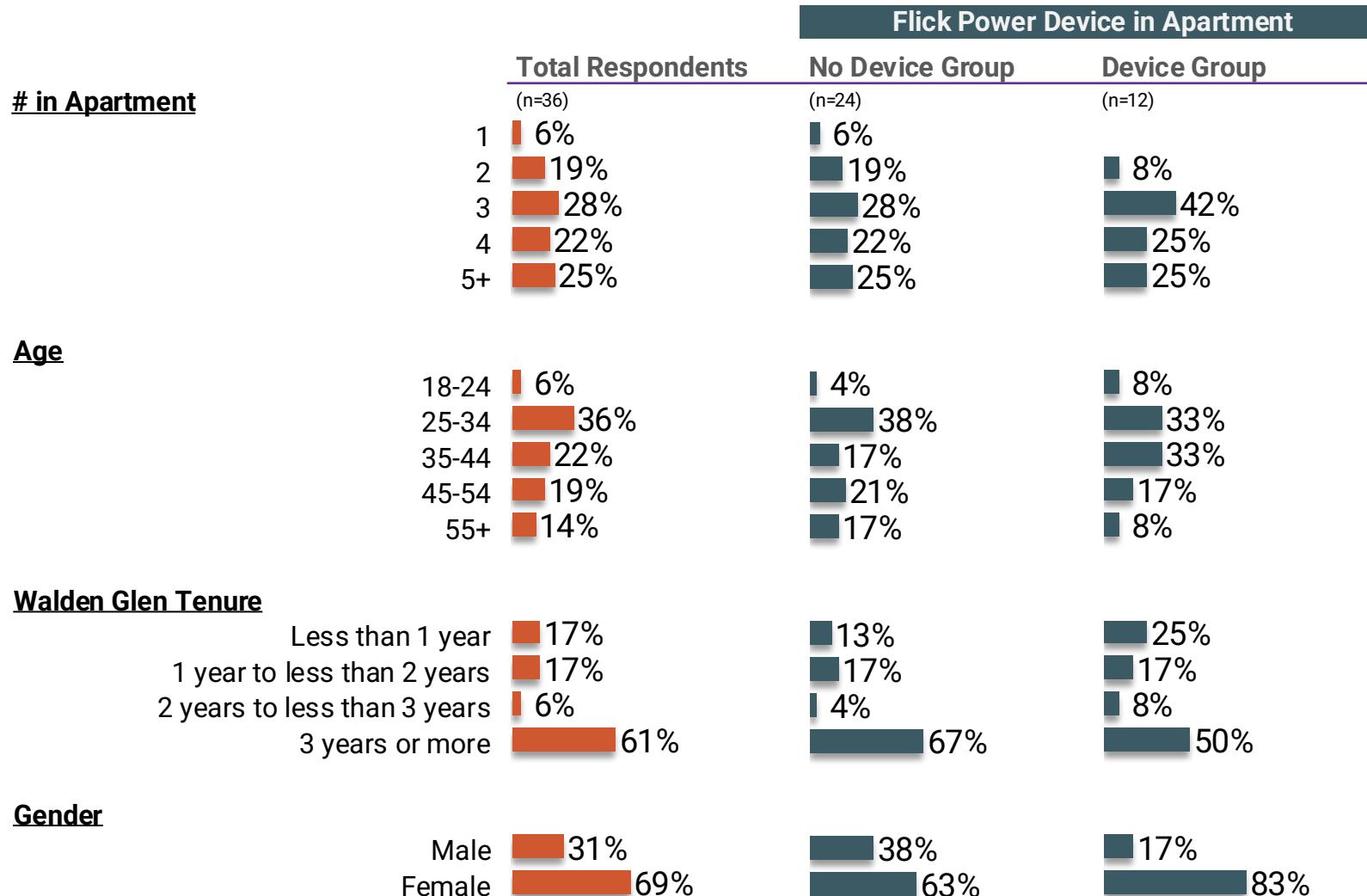


Q9a - Lowering your electricity use will...

Q9b - Shifting or changing the time you use electricity use will...

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Demographics





Questions?

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