



# E Source hot topics: Building-electrification and indoor agriculture efficiency programs

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Summer is heating up and so is our current promotion of six complimentary pieces of content to all members. This exclusive promo will be available from now through the end of the [E Source Forum 2021](#). Don't miss out on this offer—the Forum will be here before you know it!

Don't know where to start? Here are a few reports that have been popular this month.

## **How one year of COVID-19 has affected utility customer satisfaction**

According to the 2021 E Source [COVID-19 Residential Survey](#), customers were as satisfied with their utilities one year into the pandemic as they were during the early stage of the pandemic. We asked US and Canadian residential customers to rate their satisfaction with their utility on a 5-point scale, where 1 means poor and 5 means excellent. In February 2021, 77% of electric and 80% of natural gas respondents rated their utility as a 4 or 5 (very good or excellent). Check out [How one year of COVID-19 has affected utility customer satisfaction](#) by staff writer [Laura Beausire](#) and analyst [Sarah Baker](#) to see more of our findings.

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## **Ensuring energy savings from your indoor agriculture efficiency programs**

We've been encouraging utilities to develop new energy-efficiency measures and programs for indoor agriculture customers for several years now. This industry represents a promising new opportunity for utilities, in terms of both revenue growth and new energy-savings potential. Despite our enthusiasm, we've heard mixed messages from our utility members about how well their efficiency programs for indoor ag customers are going. For many utilities this has become a large and still-growing component of their portfolios. Learn more by reading [Ensuring energy savings from your indoor agriculture efficiency programs](#) by lead analyst [Bryan Jungers](#).

## **Building-electrification programs: Funding, design, and energy savings**

Utilities are in the early stages of developing building-electrification programs as part of their broader energy-efficiency, electrification, and decarbonization initiatives. Building electrification, or building decarbonization, is a way to increase the adoption of electric end-use technologies inside buildings. Besides a utility's individual goals, state regulations and resource standards also shape the utility's building-electrification programs. And state regulators may require, allow, or forbid utilities to incentivize customers to switch or substitute fuels. As a result, these programs take many different forms. Read [Building-electrification programs: Funding, design, and energy savings](#) by staff writer [Liza Minor](#) for all the details.

## **The essentials for marketing EVs to residential customers**

Utilities have a unique opportunity to assist in the electric vehicle (EV) revolution by aggressively promoting EVs. By powering the shift from internal combustion engines to EVs, utilities can reap the benefits from carbon reduction and electricity sales. But if utilities are going to lead the EV industry into the next stage of adoption, they need to act fast. You can help your utility promote EVs by targeting your EV-ready audiences with emotional stories that speak to customers' reasons for and barriers to purchasing EVs. Find out more in [The essentials for marketing EVs to residential customers](#) by staff writer [Anna Nixon](#) and analyst [Shelby Kuenzli](#).

Happy reading!