

E SOURCE  
HUB



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FORUM

# E Source Toolbox for DER Strategists

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forum

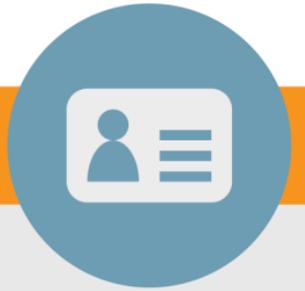
# The E Source Distributed Energy Resource Strategy Service will help you ...



Develop or refine your **overarching distributed energy resource (DER) strategy** via:

- Deep customer market research and insights
- Utility benchmarking and best practices
- Expert advice and guidance
- Peer networking

# E Source membership toolbox



**Components of your membership**

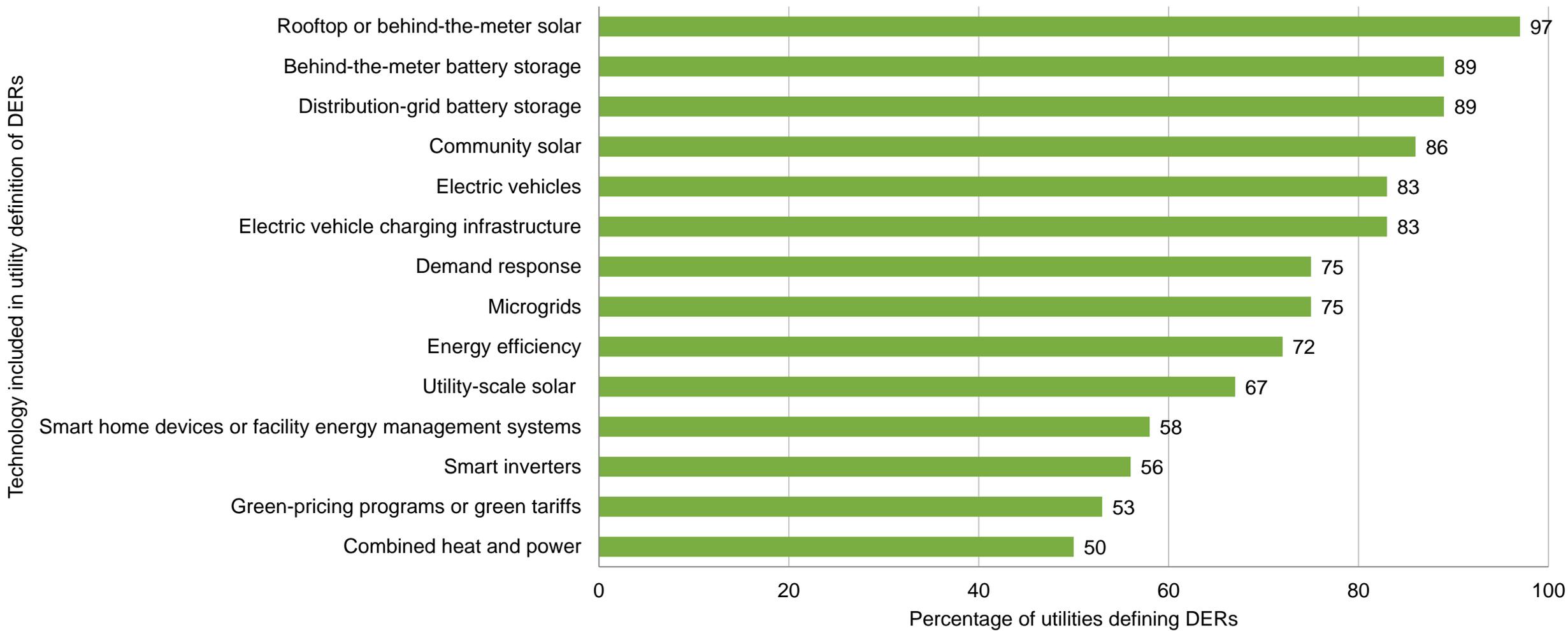
 <p><b>Reports and market research</b></p>	 <p><b>Events</b></p>
 <p><b>Ask E Source</b></p>	 <p><b>Tools and databases</b></p>

# E Source Distributed Energy Resource Strategy Service

- Rooftop solar
- Community solar
- Green-pricing programs and green tariffs
- Behind-the-meter battery storage
- Electric vehicles
- Microgrids
- Electrification



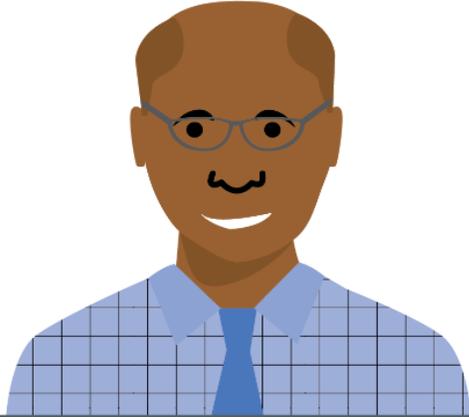
# How our members define DERs



Base: n = 36 utilities. Question S2\_1: How does your utility define DERs for the purpose of DER strategy work? In other words, what is included in or a consideration in your utility's current and planned DER strategy work? Select all that apply. Note: DERs = distributed energy resources; NA = not asked.

© E Source (2018 Utility DER Strategy Benchmark)

# Who we work with in DERs across the utility



DER executives



Program planners



Marketers



Program managers



Market researchers



Account managers

# DER program manager

- Looking for better understanding of customers' interest in new DER program options

- Relies on data and industry best practices from other utilities to achieve goals



- Works on implementation of overall DER strategy and portfolio

- Responsible for ensuring targets are met with more-attractive and cost-effective programs

# DER marketing and communications

- Looking for market research data on what information and resources customers want from their utility

- Relies on market research data to determine what types of messages will be positively received by customers



- Works on the creating messaging to protect and enhance the utility brand

- Responsible for engaging customers in the utility's DER offerings

# Do you need to know ...

... customers' opinions, needs and desires related to DERs?

... how to evolve your DER portfolio to be more integrated with demand-side management (DSM)?

... how your DER programs and pilots compare to your peers?

# Market research designed to help you engage your customers

- Unparalleled customer insights
- Innovative customer-centric research techniques
- Applied industry expertise
- Actionable and strategic recommendations

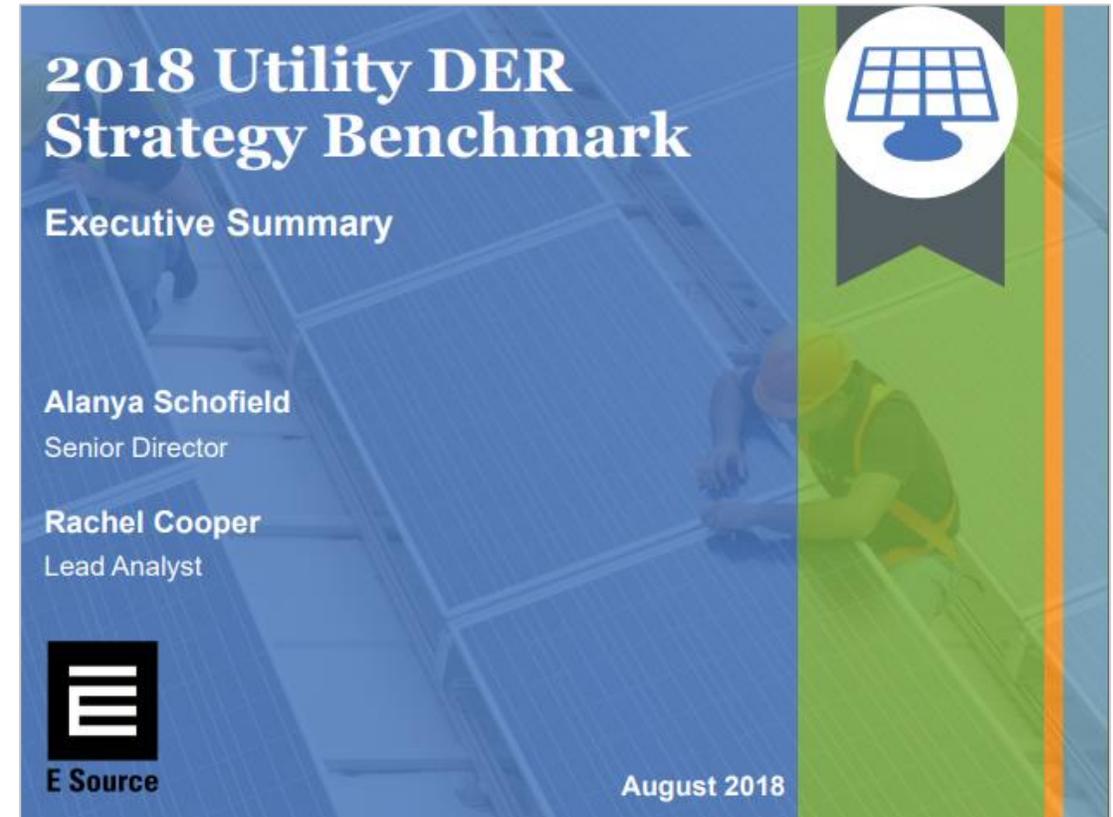
# 2018 DER Residential Customer Market Research

- Opinions, needs, and desires related to DERs
- Interest in DER-related technologies and programs
- How customer interest varies by segment and region
- Preferred types of educational or decision-making resources
- Positively received DER-related terms

# 2018 Utility DER Strategy Benchmark

Topics covered in the 2018 study:

- Definition of DERs
- Anticipated types and magnitude of impacts
- Drivers and barriers
- Role and business model implications
- Pilots and programs
- Education and communication efforts
- Rate changes
- Organizational structures and budgets
- Innovation-related efforts



[www.esource.com/der-strategy](http://www.esource.com/der-strategy)

# Utility DER website review

With an E Source  
Distributed Energy  
Resource Strategy  
Service membership,  
you'll receive a  
custom review of  
your utility DER  
website!

Design advice on:

- ✓ Navigation
- ✓ Functionality
- ✓ Appearance
- ✓ Relevance
- ✓ Terminology

# Solving problems through tactical working groups



**E Source**

DER Strategy Working Group:  
Driving Innovation in Your Customer Portfolio  
October 16–18, 2018 | E Source Headquarters | Boulder, CO

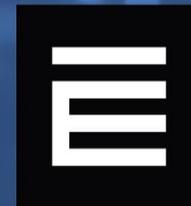
**Objective:** Provide utilities with the insights, resources, and tools to develop a data-backed plan and expanded understanding of other utilities' efforts to create innovative DER programs to evolve your utility's DER portfolio.

# DER Strategy Working Group: Driving Innovation in Your Customer Portfolio

October 16–18, 2018 | E Source Headquarters | Boulder, CO

**Register now!**

[www.esource.com/der-fall2018](http://www.esource.com/der-fall2018)



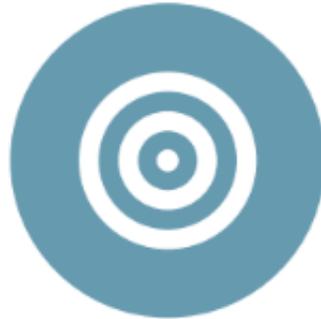
**E Source**

# DER consulting solutions

E Source partners with Tierra Resource Consultants and Claritas to deliver custom DER- and DSM-related strategic solutions.



**Customer insights**



**Setting strategy**



**Planning & design**



**Implementation &  
evaluation**

# For more information



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