

E SOURCE
HUB



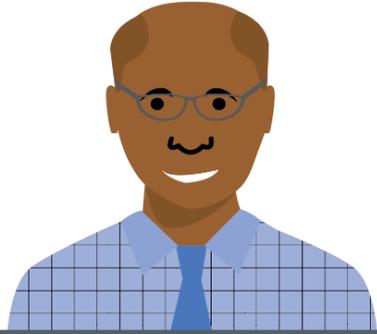
AT THE
FORUM

E Source Toolbox for DSM Teams

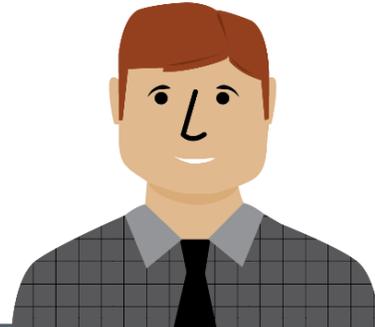
Kate Merson

forum

Who we work with in demand-side management (DSM) departments



DSM executives



Program planners



Marketers



Program managers



Account managers

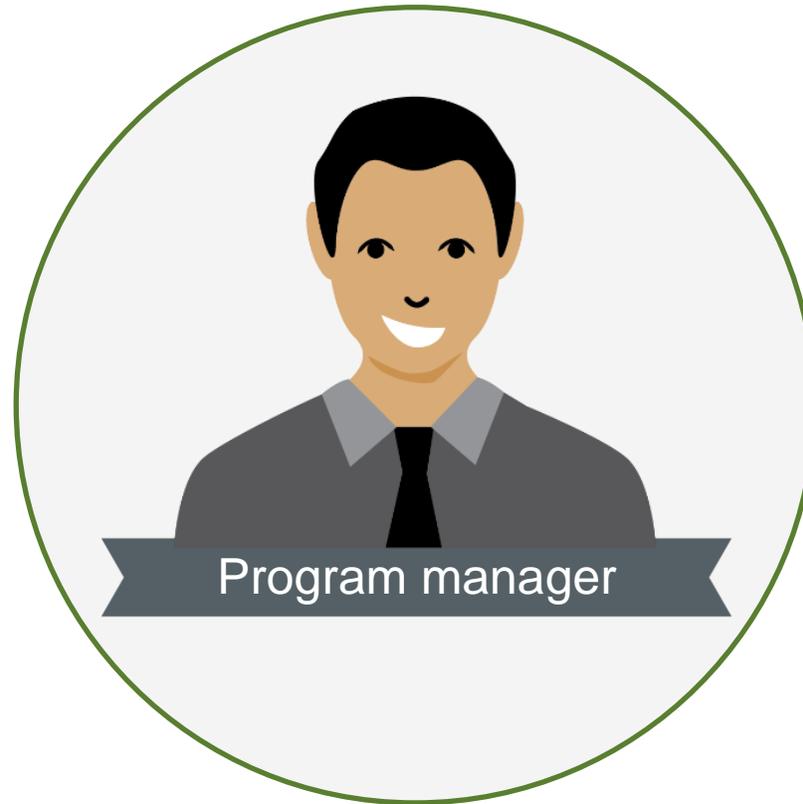


Evaluators

Program manager

- Looking for cost-effective strategies to meet aggressive targets

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



- Works on the implementation team within a DSM department

- Responsible for ensuring program targets are met

Do you need to know ...



... whether there are innovative program ideas out there?

... what options exist for cost-effective program designs?



...how your programs compare to your peers?



E Source membership toolbox



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What innovative programs, pilots, and program delivery methods are other utilities exploring right now?



Program manager

DSM program roundups

Semiannual web conferences:

- February (residential)
- August (commercial)

What Is Pay for Performance?



An alternative incentive approach that emphasizes **energy performance** over time to calculate incentives for the implementation of energy-efficiency projects



Energy Trust of Oregon will provide **financial incentives** annually for three years (for demonstrated energy savings achievements) rather than one up-front payment at project completion

DSM consulting: benchmarking

-  Determine peers
-  Compare results
-  Identify trends
-  Validate planning
-  Seek opportunities

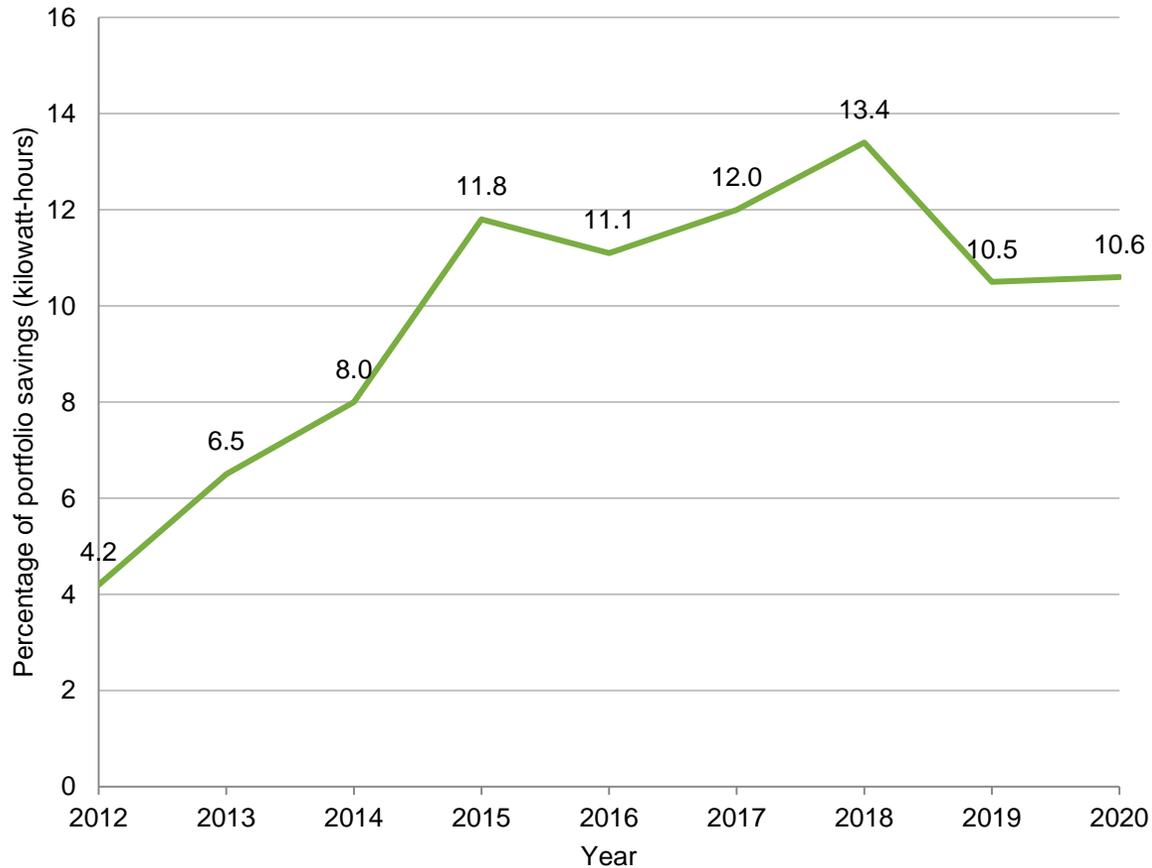
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What program types should we be considering to maintain our savings targets?

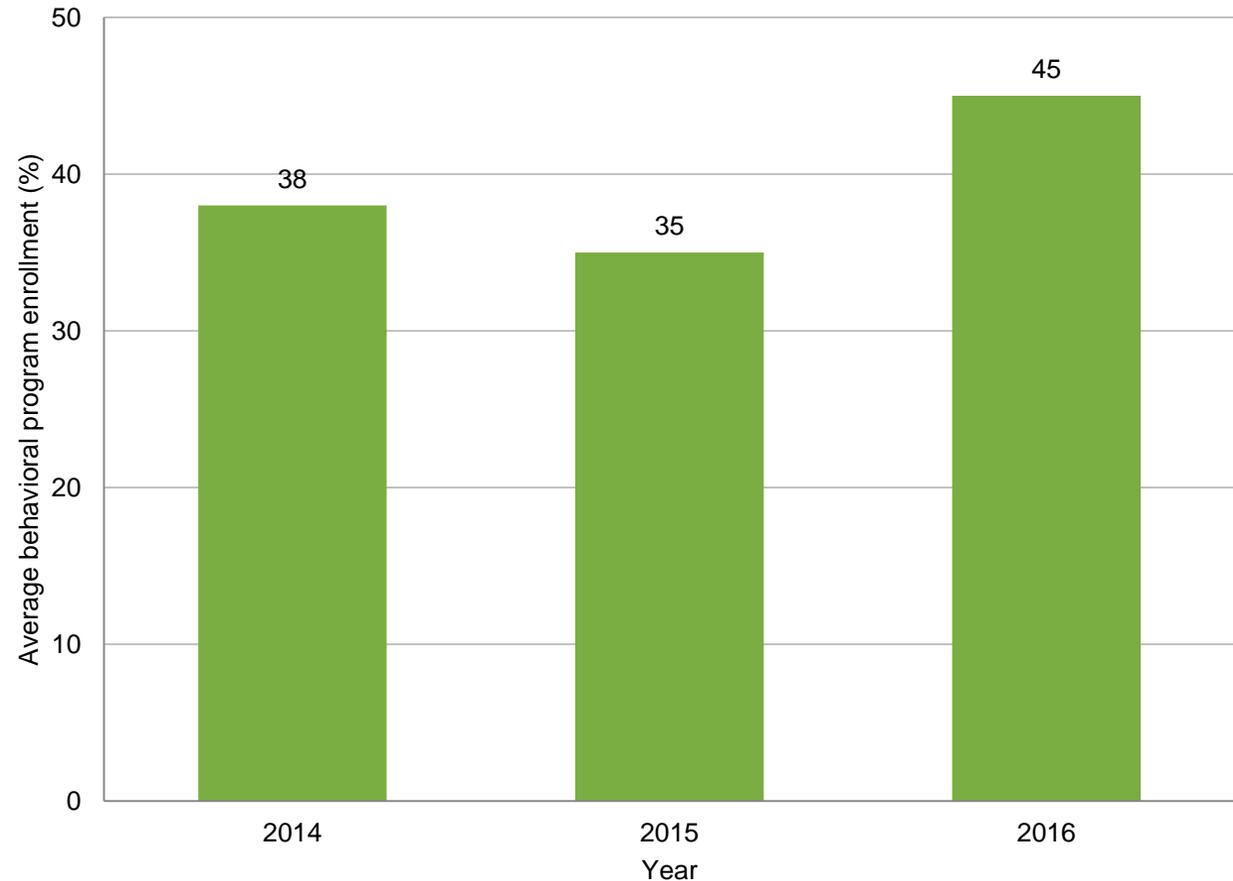


Program manager

Behavioral savings grow and plateau



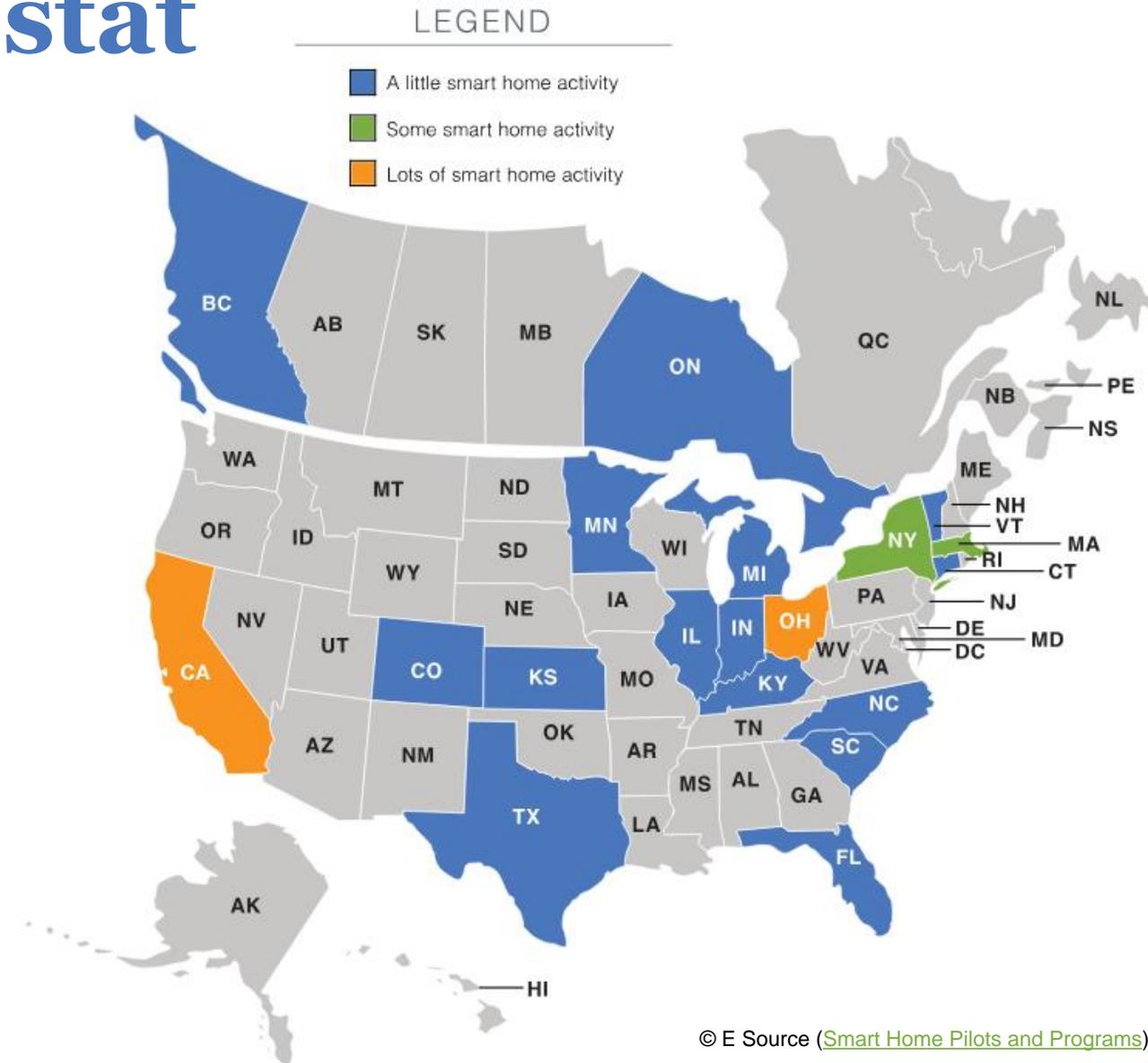
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From smart thermostat to smart home

- Goals range from energy efficiency and demand response to revenue generation and customer education
- “If This, Then That” (IFTTT) smart thermostat control



Meet the experts



Next steps

 Visit the Learning Lab to try these tools

 Schedule a meeting at the Forum with Kate or a Customer Success Director

 Attend an upcoming online meeting; check out www.esource.com/events

 Call us after the Forum to schedule a time for us to meet with your team

 Subscribe to monthly newsletters and weekly alerts

For more information



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