

# E Source DER Strategy Working Group: Preworkshop Call

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Web conference



**E Source**

# Today's Agenda

Purpose of the DER Strategy Working Group Meeting

Review of the agenda

Pre-meeting homework

Small group work details

Helpful background materials

Please reach out to Courtney Welch ([Courtney\\_welch@esource.com](mailto:Courtney_welch@esource.com) or 303-345-9192) if you have any questions about the pre-work or meeting details.

# 2018 Working Group



**E Source**

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

- Mine market research data to gain deeper insights into residential customers' interest in rooftop and community solar, green pricing programs, battery storage, electric vehicles, and packages of integrated DER technologies
- Expand your understanding of other utilities' efforts to create innovative DER programs, services, and portfolios
- Develop a data-backed tactical plan for making changes to your utility's DER portfolio

[Information and registration](#)

# Arizona Customer Insights



## Highlights from the 2018 DER Residential Customer Market Research

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# Working Group Agenda

For more detail, see the

[DER Strategy Working Group event and registration page.](#)

# Pre-Meeting Homework

- Customer segments and demographics
- Market and regulatory context
- Examples of innovation in your DER portfolio – specifically focused on solar and EVs
- Utility goals for DERs - specifically on-site and community solar, and/or EVs and charging

# Instructions: Customer Demographics

For the working group meeting, you'll benefit from having data on your residential customer demographics. Prior to the meeting, please gather and summarize whatever data is available to you about the percentage of residential customers by characteristics such as:

- Segment (if you have done segmentation)
- Age
- House type
- Own / Rent
- Urban / Rural
- Income
- Previous program participation
- Other factors important to your customer base

**Note:** *This might require coordination with your market research team.*



# Instructions: Market & Regulatory Context

For the working group meeting, you'll benefit from having insights on what's unique about your utility's market and regulatory contexts. Prior to the meeting, please discuss with your peers and summarize the current context and how it is likely to evolve. For example, please think about:

- How mature is the DER market in your territory(ies)? How do you expect this to evolve?
- Are there other entities that are driving DERs (such as local environmental organizations, etc.)?
- Are there new products/business models/services that are taking off?
- Who are key stakeholders/intervenors?
- Do you have any DER-specific mandates/requirements? How might these change?
- Have you recently filed any relevant regulatory filings?
- What other regulatory considerations will impact your DER portfolio?

# Instructions: Example(s) of DER Portfolio Innovation

At the working group meeting, participants will share examples of their efforts to drive DER portfolio innovation. Prior to the meeting, please discuss with your peers and pull together a couple of examples that you'd be comfortable sharing with the group.

Examples of both successful and not so successful efforts are encouraged. Pictures and graphics accompanied by a brief explanation are recommended.

Please email these to Courtney Welch ([Courtney\\_welch@esource.com](mailto:Courtney_welch@esource.com)) by **noon Eastern Oct. 15<sup>th</sup>**.

# Instructions: My Utility's Portfolio Goals

At the working group meeting, participants will discuss their utility's evolving goals for their DER portfolios. Please think about and come prepared to talk about the range of goals that different internal groups might have for your DER portfolio, including:

- Regulatory requirements
- Customer-centric goals
- Operational goals
- Financial goals
- Societal goals
- Etc.

A person is seen from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a 'People' header, a profile picture, and a 'My Status' section. The text on the screen is partially obscured by a large white text overlay. The background is a solid blue color.

# Day 1: Small group work

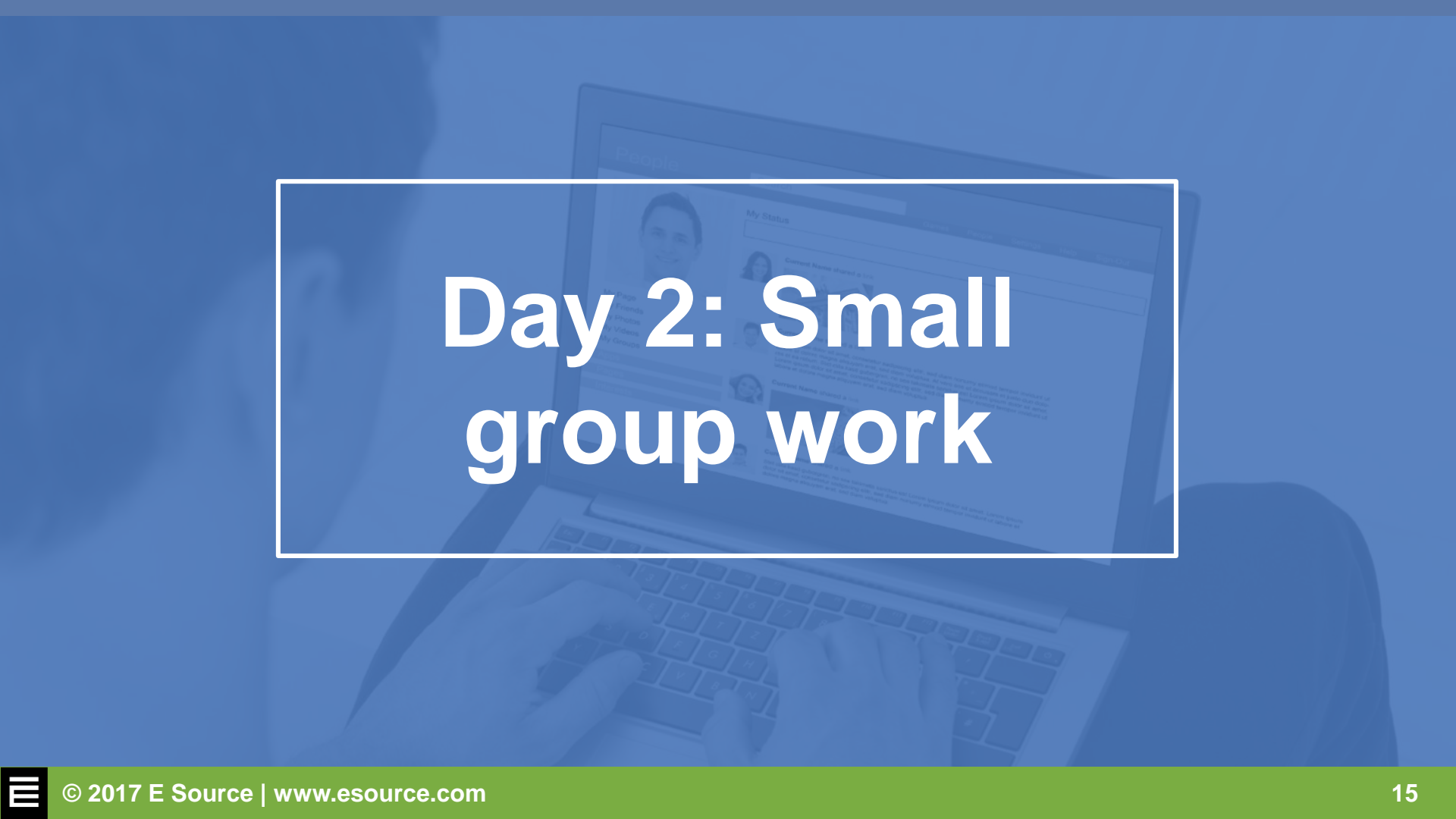
# Instructions: Day 1 Small Group Working Session

1. Share and discuss pre-work with the other utility(ies) in your small group (30 minutes)
2. With your utility colleague or small group, discuss current contextual gaps (45 minutes)
3. Identify next steps (15 minutes)

# Discussion Guide: Understanding the Context

- What gaps do you have in terms of customer insights, market intelligence, and regulatory context? Which are top priority? How can you fill these gaps?
- What customer segments should be top priority going forward and why? How does that differ from today? What else do you need to know about these segments? How can you get these insights?
- What additional information do you need from other groups/individuals at your utility to have a comprehensive view of the existing utility context and goals? How can you get this information and drive internal consensus?

*Note: Please remember to look at your state/province-level market research report when thinking about the customer context and gaps in customer insights.*

A person is shown from the chest up, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a header 'People', a profile picture, and a 'My Status' section. The text on the screen is partially obscured by a large white text overlay. The background is a solid blue color.

# Day 2: Small group work

# Instructions: Day 2 Small Group Working Session

1. Discuss your DER portfolio goals and identify next steps (30 minutes)
2. Discuss next steps in refining your portfolio and develop draft roadmap (60 minutes)



# Discussion Guide: Refining Your DER Portfolio Goals

- Do you have gaps in your goals? If so, what are they?
- How might you want to refine your goals based on today's conversations?
- How can you get internal consensus on what your goals should be?
- Which external parties should be involved in goal-related discussions?
- What metrics should you use for benchmarking your portfolio? Who should your peers be for benchmarking purposes?

# Discussion Guide: Roadmapping Next Steps

- How does customer interest align with your current plans?
- How does that align with your other objectives? (IRPs, GHG reduction, etc.)
- Come up with data-backed plan for making changes:
  - What other info do you need?
  - What additional analysis should you conduct?
  - Who else needs to be involved?
  - How can you get your regulators on board?
  - What two technologies/programs/measures are you going to explore based on insights from the customer market research? What are the next steps related to this?

A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a profile picture, a name, and a 'My Status' section. The background is a solid blue color. The text 'Helpful Pre-Reading Materials' is overlaid on the image in a white, bold, sans-serif font, enclosed in a white rectangular border.

# Helpful Pre-Reading Materials

# Useful pre-reading resources

- [2018 DER Strategy Benchmark](#)
- [2017 DER Strategy Benchmark](#)
- [Electric Vehicle Resource Center](#)
- [Smart Home Resource Center](#)
- [Next Generation of Energy Savings Resource Center](#)
- [Residential Solar Education and Communications Working Group Resource Center](#)



# Thank you! Questions?



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