



The E Source Utility DER Strategy Benchmark is an annual survey of US and Canadian utilities' distributed energy resource (DER) strategy-related efforts. It's intended to help our utility members develop more-effective and comprehensive DER strategies and tactics. Here are some high-level results from our 2018 study.

Utilities are focusing on innovation

Almost two-thirds of utilities participating in the benchmark have a group that's responsible for driving or supporting innovation, though many of these groups are new and still defining their goals, objectives, and responsibilities.

We asked, "What's the most innovative thing your utility has done related to DERs?" and respondents told us:

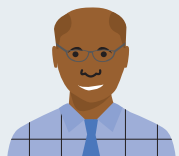


“ Exploring partnership or ownership of third-party hardware to reduce DER installation costs; retaining a share of device/provider sales”

“ Making solar more accessible and affordable for customers”



“ Offering a distributed generation rebate to [commercial and industrial] customers with a path to transition away from net energy metering”



“ Microgrid, battery storage, and solar plus storage pilots”



Key program metrics are evolving



The key metrics utilities are using to measure the success of customer program portfolios are evolving.

Traditional

Future

💰 Cost-effectiveness

🐷 Energy savings

👍 Customer satisfaction

💰 Cost-effectiveness

🐷 Energy savings and peak load management

👍 Customer satisfaction and brand impact

📈 Prevention of load defection

📊 New revenue streams

👥 Partnerships



Utilities should do more to be a trusted energy advisor

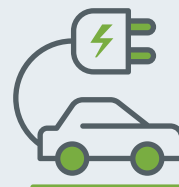
Although 9 out of 10 utilities stated that serving as a trusted resource for information on DER technologies and options will be an essential area of focus for them in the next seven years, there's a big gap in the resources provided by utilities and the resources desired by customers.



90% of respondents provide some solar-related resources for customers



Only about 1/3 provide behind-the-meter battery storage-related resources



Just over 50% provide a way for customers to contact their utility with questions related to electric vehicles

How does your utility stack up? Learn more at www.esource.com/der-strategy.