

Topic

Energy Efficiency and Demand-Side Management

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Objective (what the paper will do for the audience/reader):

Efficiency and Demand Response programs are often managed separately from customer service, resulting in mass market approaches to customer education and program promotion.

Many utility customers think of their utility only when the bill arrives. Because customers want to understand and manage their usage, this is an ideal time to connect efficiency and demand response to the bill.

The case studies featured in this presentation demonstrate that successful models do exist at several major U.S. utilities for integrating customer service and efficiency, providing an increase in traffic to energy efficiency tools and audits, and, as a by-product, providing lower customer service costs.

Results/achievements/concepts (what will be presented):

This panel will present case studies that show where, when utilities connect efficiency and demand response to the bill, more customers are completing audits – 376% more at one of the nation’s largest IOUs. In addition – when utilities connect efficiency and demand response to the bill, more customers are drilling down further for information – learning more, detailed personalized information about their *own* home energy use. Duane Larson and Cal Shirley will address the topic with specifics unique to programs at their respective utilities and Martin Flusberg will provide a look at the overall industry.

Why this presentation is worthy of selection (i.e. why it is unique and valuable):

Demand-side management (DSM) programs are changing with the times. Energy Efficiency and Demand Response are now being integrated into the customer service planning at utilities across the country.

Customers want to understand their bill and manage their usage.

This summer, customers still not recovered from the shock of double-digit increases in their winter natural gas bills are facing a jump in their electricity prices around 14 percent, and in one area, a whopping 72 percent. Now, more than ever, customers are crying out for ways to control their bills and will be most receptive to energy efficiency messages. It is for this very reason why utilities need to connect efficiency and demand response to the bill, and why the utilities that have already done so are enjoying measurable impacts – significant increases in traffic to their energy efficiency programs.