

Trade Ally Coordination Opportunities: A View from California

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Challenging Steps Forward in CA:

Require Much Closer Partnering Effort

Integration

- **Customer-centric**
- **Integrated Demand-Side Management (IDSM)**
 - Energy Efficiency
 - Peak Demand Control
 - Dynamic Pricing
- **Closer utility joint-effort**
- **Marketing, education & outreach (Engage360.com)**
- **SmartMeter, SmartGrid**
- **Whole House/Building**

Tighter Plans, Scrutiny

- **CA EE Strategic Plan**
 - Short-, medium-, long-term
 - Beyond utility programs
- **CA Action Plans**
- **Evaluation, measurement & verification**
- **Energy savings claims**
- **Cost-effectiveness targets**
- **Administrative cost limits**
- **Gated IDSM Product Development Process**

Great Results Expected

- Increased customer satisfaction
- Better fit with market
- Closer connection to customers
- More efficient, effective IDSM sales efforts
- Holistic solutions
- New opportunities for all stakeholders
- Energy savings beyond low-hanging fruit
- Easier for customers and partners to navigate program offerings
- Better ROI for ratepayer \$

Utility Resources to Move Market: Look Beyond Rebates and Incentives

- **Rebate/Incentive \$**
 - Can affect many parts of market
 - Risk of attribution
- **More, well-planned EE and integrated products/programs**
- **Brand, co-marketing**
- **Training & facilities**
- **Funded “non-resource” programs**
- **Close ties with lots of customers**
 - Individual & aggregate info
 - See trends
 - Understand motivations
 - Guide customers and allies down right path
 - Sales force partnering
- **Challenging the market**
 - Emerging Tech program
 - Contest rewards
 - More incentives to leaders

Example: PG&E Trade Professionals

- **Trade Professionals**
 - Work with customers to complete Demand Side Management projects
- **Trade Professional Allies**
 - Coordinate with PG&E to contact and solicit customers to participate in Energy Efficiency and Demand Response programs
- **Examples of Trade Professionals:**
 - Contractors
 - Vendors
 - Installers
 - Distributors
 - Energy Service Companies (ESCOs)
 - Architects
 - Design Build Firms
 - Lighting Specifiers/Lighting Designers

www.pge.com/tradepro

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