

KNOW YOUR CUSTOMERS

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Summary Description

Why customer demographics, community politics and the utility image are so important for the appropriate application of EE and RE programs or projects.

STORY

Utility Program: Behavior Based Energy Efficiency

Sector: Residential

Deployed: 06/01/2013

Terminated: 12/31/2014

Program

Goal:

Change customer energy use behaviors

Successes:

Customer Energy/\$ Savings -

Year 1: 4,976 MWh
\$328,389

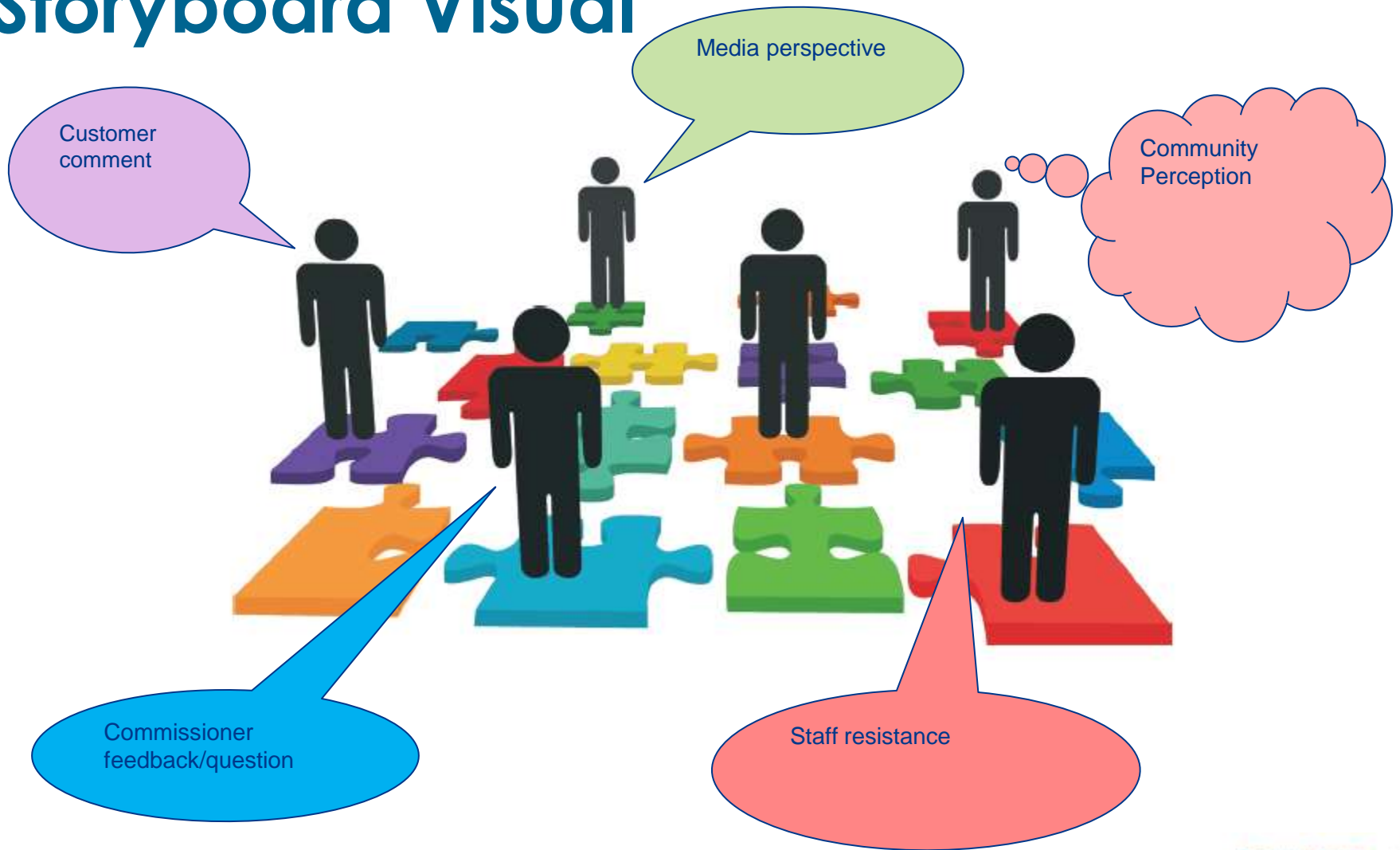
Year 2: 5,957 MWh
\$393,188

Lessons Learned...

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- Sensitivity Analysis
 - Customers (demographics)
 - Ratepayer input, buy-in and continued support
 - Pre/Post feedback
 - Community (politics)
 - Internal challenges
 - Understanding/perspective
 - Expectations
 - Communication (image)
 - What, when, how and to whom

Storyboard Visual



Enjoy!

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