CUSTOMER DATA: BEST WAYS TO GET IT AND USE IT!

Moderator: Sharyn Barata, Opinion Dynamics

PAPERS:

Conducting a Web-Based, Residential Appliance Saturation Survey (RASS) Across Multiple Electric Cooperatives: Methodology, Challenges, Results, and Next Steps
Michael Witt, DNV GL
Justin Holtzman, DNV GL
Madhur Lamsal, DNV GL
Kyle Wood, Seminole Electric Cooperative Inc.
Setting the Foundation for Strong Program Design and Evaluation using Descriptive Segmentation
Shannon Kahl, Illume Advising LLC
Anu Teja, Northwest Energy Efficiency Alliance (NEEA)
Corinne McCarthy, Northwest Energy Efficiency Alliance (NEEA)
Planners Do It, implementers Do It, and Even Evaluators Should Do It: Utilizing Segmentation to Assess Program Performance
Brad Kates, Opinion Dynamics
Olivia Patterson, Opinion Dynamics
Katherine Randazzo, Opinion Dynamics

SESSION SUMMARY:

This session includes three papers that explore the challenges of collecting data, and various ways to segment data for enhanced customer insights. In the first paper the challenge was to design and implement a web based residential appliance saturation survey (RASS) across nine Distributor Member Cooperatives' service territories with a goal of generating precise, statistically defensible and comparable saturation estimates and energy usage patterns among customers residing in the territories. The second paper explores how segmenting the market before programs are designed provided the opportunity to build, track, and assess the effectiveness of a gas program portfolio. And finally, our third paper introduces a new approach that supports both optimized program delivery and actionable evaluation results. Program implementers are increasingly moving towards segmentation, micro-targeting and behavior-based strategies to deliver nuanced programs that achieve energy savings across different groups of customers. This paper posits: why shouldn't evaluators do this as well?