

# Utility Energy Forum

## Utility Challenge: What Should You Do Next?



May 6, 2009

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# Keep doing what you're doing



## 2

## Now change. Quick!

- Victim of your own success
- Aggressive goals
- Low-hanging fruit
- Programs evolving faster than technology



# 2

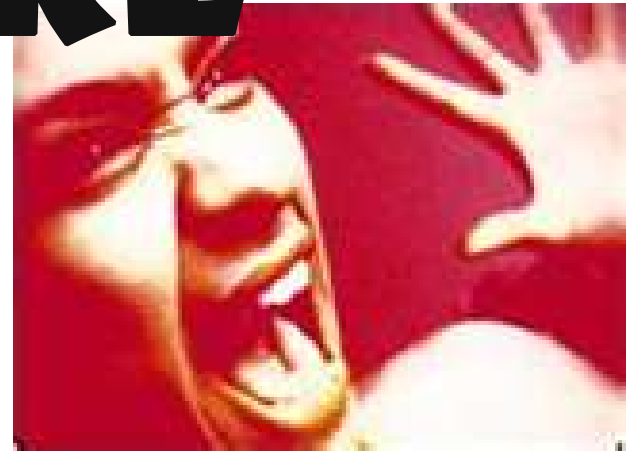
## Now change. Quick!



- Operation & maintenance-based programs
- Behavior-based programs
- More emphasis on delivery method
- Risk and uncertainty
- Embrace failure



# EMBRACE FAILURE



# 2

## Now change. Quick!



- Pilot programs
- Collaboration
- Addressing the “gap”



# 3

## Customer Service

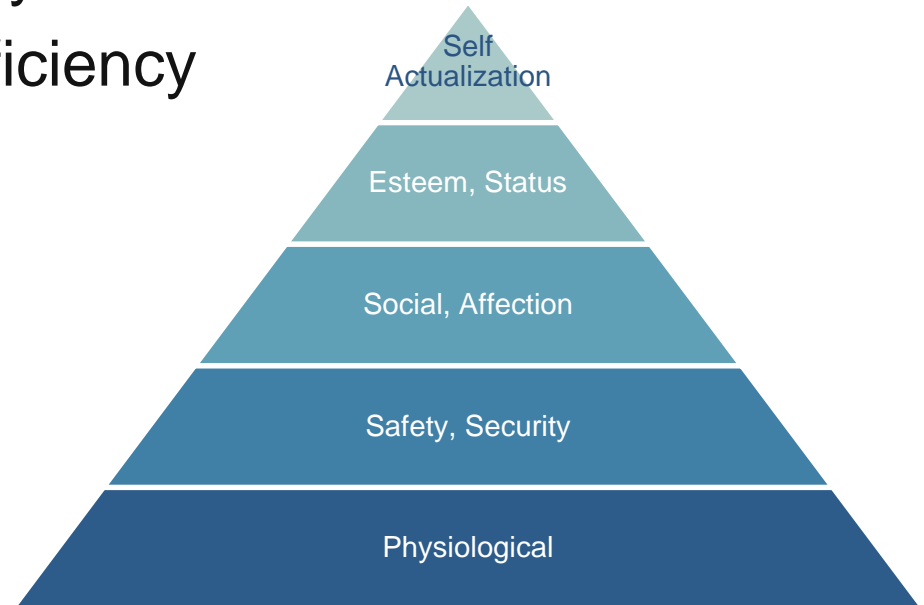
- First and foremost
- Policy disconnect
- The gap
- Marketing and selling



# 3

## Customer Service

- Selling the idea of efficiency
- Messaging and framing efficiency
- Benefits and features
- Why, why, why?
- Go tribal
- Curse of knowledge





# 4

## Economic Development

- Frame every effort in terms of economic development
  - Your customers care
  - Your management cares
  - Your community leaders care
  - Your policymakers care
- Workforce development



*“It’s the economy, stupid”*

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# Stimulus Funding

A blessing and a curse...



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## Stimulus Funding

**I like pleasure spiked with pain**



**Thank you!!**

**Questions?**

