



# Residential Planning for 2019-2021

Leah Berger, Program Manager, Columbia Gas of MA

Cheryl Harrington, Senior Program Manager, Eversource



# Preparing for the Future



- Vision for 2019-2021
- Drive Customer Value
- Go To Market Strategies

# Statewide Residential Vision for 2019-2021



- Maintain excellence in current programs while evolving to smarter more innovative approaches to customer engagement by meeting our customers through multiple channels.
- Empower our customers to understand, take control, and optimize their energy use by providing end-to-end service combining direct delivery and building partnerships that maximize customer benefits.

# Drive Customer Value



Reimagine residential programs to allow PAs to start with the customer and design every interaction to maximize savings and benefits for the customer.





## Customer centric focus

flexible measure mixes and holistic options at all points  
of delivery

***“Meeting the customer where the customer is at”***

# Go To Market Strategies



- *Coordinated Services* – Professionally supported energy efficiency service delivery
- *Retail* – Upstream and supported self service
- *Behavior* (potentially include DR)
- *New Homes, Additions and Major Renovations*
- *Codes and Standards*

*\*This applies only to services for market rate residential customers*

# Thank you

