Strategic Electrification: Running a Data-Driven Utility Webinar Series

Series Description

Learn how your utility can meaningfully increase the rate of electrification in your service territory by promoting specific technologies that are best suited to your business climate and customers. In place of rebates and incentives, find out how to create emissions and electric rate reductions and mass-scale adoption of the right technologies.

Hear how research and AMI meter data analysis can be used to determine what technologies are best for your utility and how understanding your customer base helps you market those products to them. Consider the importance of margins, the case for electrification, and how to design data-driven customer programs that deliver actual results.

The series, recorded in 2020, includes four webinars:

- Evidence Based Approaches to Electrification: Running a Data-Driven Utility
- The Business Case for Electrification
- Data-driven Program Design
- Untapped Potential: Using Data to Inform Decision Making

Recommended for

Designed for all levels of utility professionals and policymakers to take an in-depth look at the insights data can provide to utilities and how to use data to improve operations and customer programs. Even if your utility doesn't have AMI, this series will help you understand what data is available and how it can empower your decision-making process.

Speakers

Pasi Miettinen is CEO at Sagewell, he has an MBA degree from Harvard Business School and undergraduate degrees in Math and Economics from Mercer University.

Gary Smith is Sagewell’s Director of Programs, and works closely with utility clients to design, analyze and implement beneficial electrification programs. Gary coordinates Sagewell’s business development and works closely with their software development and analytics teams.

For more information: https://www.sagewell.com/

Contact Us

Have questions? Contact EducationInfo@PublicPower.org
**Webinar #1: Evidence Based Approaches to Electrification: Running a Data-Driven Utility**  
*Recording length: 44 minutes*

**Webinar Description**
Learn how to leverage knowledge from data your utility already collects—smart meter data and other data—throughout the grid as it becomes more widely available. Hear how data-driven decisions can inform your decision making and how to make the right decisions for your utility. Review simple financial statements to visualize the financial impact of increasing electrification.

**Topics**
- Evaluating technological resources
- Sharing workload expectations, deadlines, priorities and schedules
- Understanding remote work nuances combined with childcare, eldercare, and other situational challenges
- Maintaining team morale, productivity and engagement
- Exploring communication opportunities and challenges
- Providing training and support
- Maintaining remote working “recalibration” post-pandemic

**Webinar #2: The Business Case for Electrification**  
*Recording length: 1 hour*

**Webinar Description**
Learn how to make the case for electrification and explore ways to increase off-peak kWh sales. Delve into the power of margins in more detail. Learn how supply costs specific to your utility impact the electrification technologies you should consider, and how to promote their value to your utility and to your customers.

**Topics**
- Making the business case for electrification
- Fuel switching as a key component—capturing market share from alternative fuels and converting it to electricity
- Different regions, different economic value—how the specifics of your area (costs of supply, peak costs, etc.) impact the choice of electrification technologies and their value to you and your customers
- Deep dive into the power of margins
**Webinar #3: Data-Driven Program Design**

*Recording length: 1 hour and 3 minutes*

**Webinar Description**

Learn how to make the case for electrification and explore ways to increase off-peak kWh sales. Delve into the power of margins in more detail. Learn how supply costs specific to your utility impact the electrification technologies you should consider, and how to promote their value to your utility and to your customers.

**Topics**

- Designing data-driven adoption programs
- Measures that actually increase adoption
- Examples of marketing programs
- Review case studies, best practices and lessons learned

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**Webinar #4: Untapped Potential: Using Data to Inform Decision Making**

*Recording length: 57 minutes*

**Webinar Description**

Learn how to design and evaluate programs using AMI meter data to measure energy and peak savings and how to measure their economic value. Case studies—from engineering, business analysis, marketing and customer service—will highlight examples where financial failures were celebrated, programs were changed or ended quickly, and where economic successes came from changing the plan.

**Topics**

- Establishing a process to pilot and evaluate new programs
- Designing and evaluating programs to measure savings and economic value
- Review case studies to illustrate these concepts in action