Creating customer-centric DSM programs

Delivering DSM programs that benefit the customer
By Erin Penksa
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Demand-side management (DSM) programs are one of the best things utility customers get from their utility. In this episode, host Bryan Jungers welcomes Tom Lienhard, E Source executive consultant, and Barend Dronkers, product strategist for Customer Energy Solutions at E Source, for an in-depth discussion about DSM programs: what they are, how they're working, and how utilities should keep them moving forward to benefit customers.

Customers always come first: Why it's important for utilities to fund and deliver DSM programs

The top impact of DSM is the social and economic benefit to the customer. Learn more by reading our interview with Tom and Barend.

Read the blog

- Introductions with Tom and Barend (0:39)
- Digging in: DSM programs (1:17)
- The significance of delivering programs (2:32)
- The customer impacts of DSM (4:45)
- On equity and program deliverability (7:01)
- Setting the stage: The future of DSM portfolios (11:40)
- On pay-for-performance (15:56)
- Prioritizing electrification versus DSM (17:32)
- Wrapping up (22:21)

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