



The top-of-mind topics for demand-side management leaders

Takeaways from the fall 2019 DSM Executive Council

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Key takeaways

- Some utilities are getting rid of efficiency while others are increasing their efficiency goals.
- Utilities are offering customers more than energy by improving customer experience and offering energy services like microgrid development.
- Moving programs upstream, increasing commercial and industrial savings, and accounting for non-energy benefits can improve cost-effectiveness.

As part of their [E Source Demand-Side Management Service](#), demand-side management (DSM) executives from across North America come together twice a year for the DSM Executive Council. At the fall 2019 event, more than 50 executives met to exchange ideas about topics such as:

- Whether energy efficiency is going away
- How utilities are maintaining cost-effectiveness
- How utilities design programs that go beyond traditional rebates
- Which programmatic and organizational innovations are addressing the industry's toughest challenges

We dig in to these topics and talk about how some utilities are working on them.

For information about future DSM Executive Council meetings, [contact us](#).

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