



Exclusive, limited-time offer for current members: Access six pieces of content outside of your membership

By Sara Patnaude

March 25, 2021

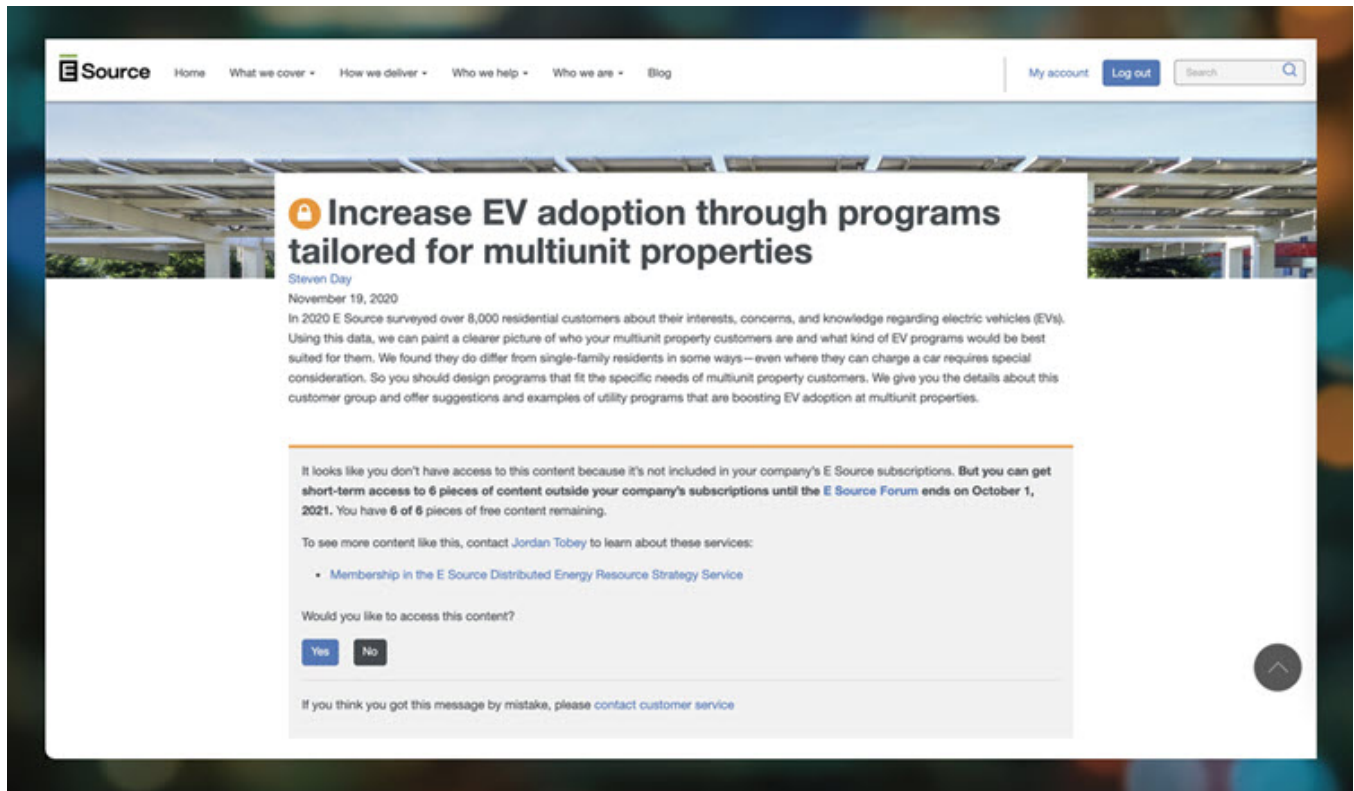
Breaking news from E Source headquarters! If your utility currently subscribes to just one (or a few) of our research and advisory services, you won't want to miss this limited-time opportunity to access previously gated content. From now until the end of the 2021 E Source Forum on October 1, you can help yourself to up to six pieces of content outside of your membership.

Are you a demand-side management (DSM) program manager eager to learn how customer experience strategists make it easier for customers to enroll in programs? Or are you a marketing pro wondering how DSM program architects build offerings that generate cost-effective savings? Or are you a call center manager longing to know how marketers promote emerging technologies? Or maybe you just need a new perspective on solving your utility's problems.

Today is your lucky day. Combined, our research and advisory services can take your utility to the next level. To see for yourself, simply [log in](#), click any link with an orange dotted underline, and follow the steps to unlock access.

Your experience should look something like this.

Access content outside of your membership by following the prompt on the screen



The screenshot shows the E Source website with a navigation bar at the top containing links for Home, What we cover, How we deliver, Who we help, Who we are, and Blog. On the right side of the navigation bar, there are links for My account and Log out, along with a search bar. The main content area features an article titled "Increase EV adoption through programs tailored for multiunit properties" by Steven Day, dated November 19, 2020. The article text discusses a survey of 8,000 residential customers and offers suggestions for utility programs. A paywall message is displayed, stating that the content is not included in the user's subscription but offers short-term access to 6 pieces of content outside their subscriptions until the E Source Forum ends on October 1, 2021. The message asks if the user would like to access this content, with "Yes" and "No" buttons. A "No thanks" button is highlighted in the image.

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Increase EV adoption through programs tailored for multiunit properties

Steven Day
November 19, 2020

In 2020 E Source surveyed over 8,000 residential customers about their interests, concerns, and knowledge regarding electric vehicles (EVs). Using this data, we can paint a clearer picture of who your multiunit property customers are and what kind of EV programs would be best suited for them. We found they do differ from single-family residents in some ways—even where they can charge a car requires special consideration. So you should design programs that fit the specific needs of multiunit property customers. We give you the details about this customer group and offer suggestions and examples of utility programs that are boosting EV adoption at multiunit properties.

It looks like you don't have access to this content because it's not included in your company's E Source subscriptions. But you can get short-term access to 6 pieces of content outside your company's subscriptions until the E Source Forum ends on October 1, 2021. You have 6 of 6 pieces of free content remaining.

To see more content like this, contact Jordan Tobey to learn about these services:

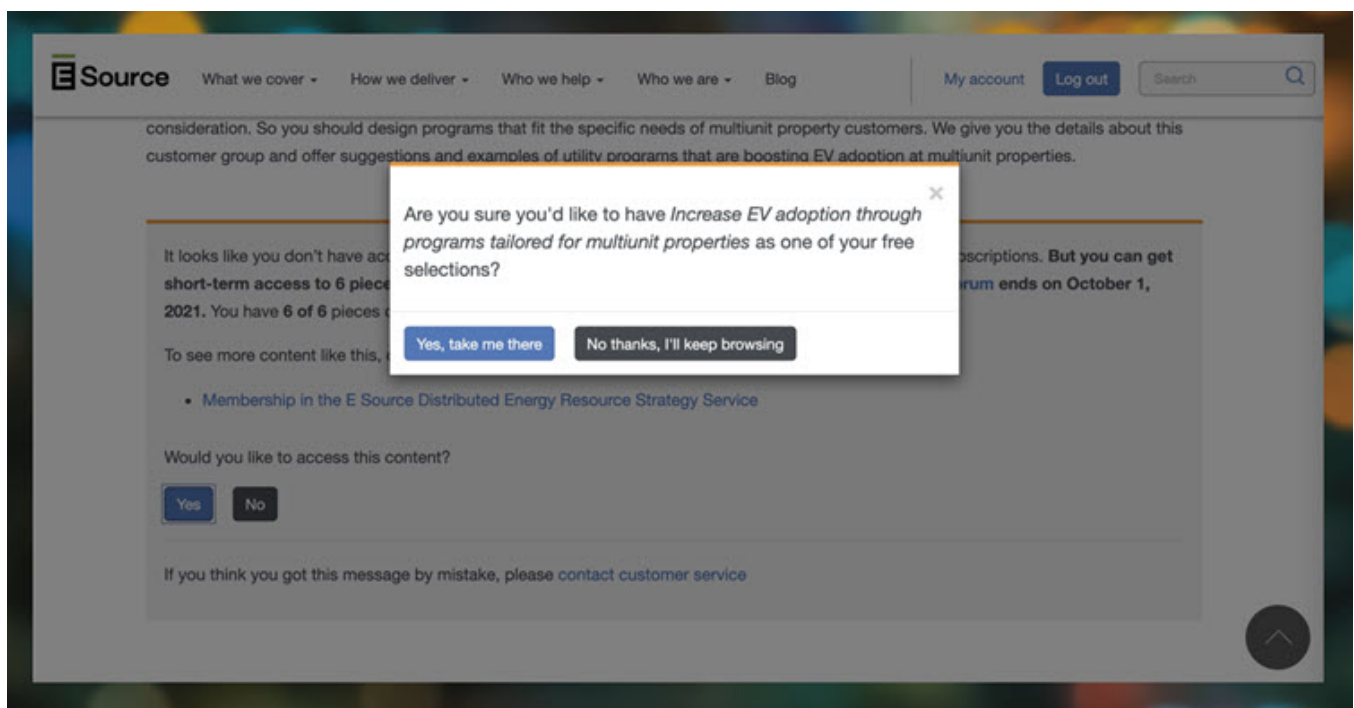
- Membership in the E Source Distributed Energy Resource Strategy Service

Would you like to access this content?

Yes No

If you think you got this message by mistake, please [contact customer service](#)

Change your mind? Just click "no thanks" and carry on with browsing



This screenshot shows the same article page as the previous image, but with a confirmation dialog box overlaid. The dialog box asks, "Are you sure you'd like to have Increase EV adoption through programs tailored for multiunit properties as one of your free selections?" and provides two buttons: "Yes, take me there" and "No thanks, I'll keep browsing". The "No thanks, I'll keep browsing" button is highlighted in the image. The background content is dimmed.

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- Membership in the E Source Distributed Energy Resource Strategy Service

Would you like to access this content?

Yes No

If you think you got this message by mistake, please [contact customer service](#)

Are you sure you'd like to have *Increase EV adoption through programs tailored for multiunit properties* as one of your free selections?

Yes, take me there No thanks, I'll keep browsing

We'd also love to show you what's new and what we're working on next. Check out these videos!

What's new and what's next

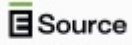
Customer energy solutions



Marketing and communications



Customer experience



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