Better Access to Consumer Data:
Enabling Distributed Sources

A Distributed Energy Lead Generation
Perspective

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Switch **or** **Not**
Superstream

Overview

- Switchornot Overview

- Link Between Bolstering Residential Solar and Distributed Resources and **Data Access**

- Problem Points in NJ Today

- Opportunities in NJ

Switchornot Overview

- Lead generator for residential solar developers in the Northeast

- Help residential solar developers use customer data *with their permission* to make informed decisions about whether to switch

Problem: the Solar Developer's Perspective

Problem #1: How do you get access to at least 12 months of customer bill history to give them accurate quote?

▶ Most customers: only 1 **month bill handy** when a canvasser visits or a person calls

Problem: the Solar Developer's Perspective

Problem #2: How do you help customers benchmark their savings to avoid "rebound effects" post-sale?
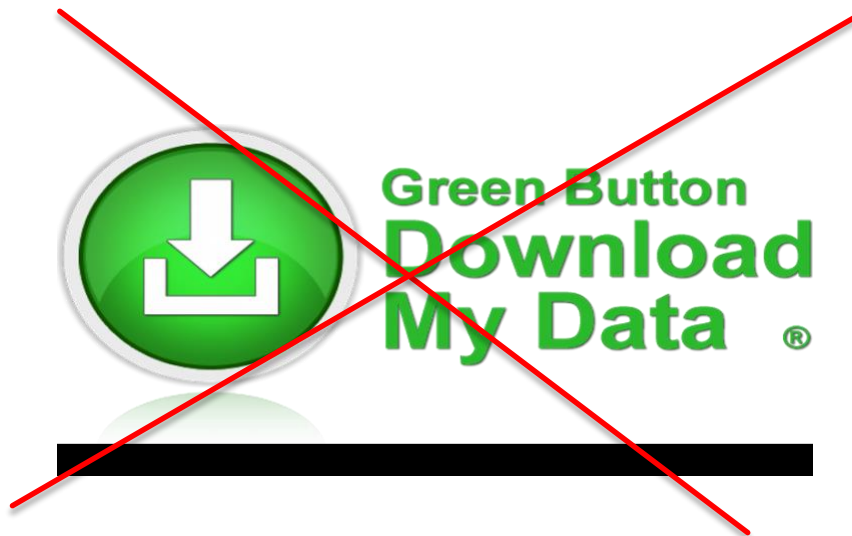
Avoiding the "beer fridge" effect: using more than you did before energy upgrade was made.

Current Situation in NJ

- Lack of Green Button in most of NJ

  - more friction than necessary in solar sales

  - *Less possibility of post-sale follow-up* (more cumbersome than needed)

- **Consumers** *and* Solar Companies Lose Out

Not Having Green Button Data Makes It Hard

Solar developers and consumers are *both* losing out:

- Either <u>accuracy</u> or valuable marketing time

- Possibility of post-sale follow-up is neglected

Solution	Accuracy	Time-Efficiency	Post-Sale Follow-Up Potential
Extrapolate From Incomplete Data	Poor	Medium	Poor
Call Utility	Good	Poor	Poor

What NJ Could Have

Green Button Download My Data ®

- **Low capital cost for utilities**

    - No AMI /hardware upgrades needed
    - at least one already has in another jurisdiction within the same family

- **Substantial benefits** for consumers, solar companies

    - Better integration of distributed resources & ability to benchmark performance
    - Less friction-producing sale
    - Benefits apply to distributed resources like battery storage in future