

Ask the Experts Webinar

Consider Your Options: Planning Commercial and Industrial Efficiency Programs

December 17, 2008
3:00-4:30pm Eastern



Working Together, Advancing Efficiency

Housekeeping

Web Portion

- ✓ Ensure that your pop-up blocker is turned off
- ✓ Minimize the number of applications running
- ✓ Dial *0 to speak to a RollCall operator

Audio Portion

- ✓ Dial *6 to Mute/UnMute
- ✓ Time for questions after the presentation, use chat feature during the presentation
- ✓ Be sure that hold music is turned off
- ✓ Session is recorded

Today's Agenda

- Introduction
 - *Ask the Experts* and CEE
- Today's Experts
 - Jim Parks, Sacramento Municipal Utility District (SMUD),
 - Fred Gordon, Energy Trust of Oregon
 - Michael McAteer, National Grid
- Q&A and Discussion

What is “Ask the Experts”

- A series of free workshops presented in webinar format to help new or prospective efficiency program administrators tackle energy efficiency program issues
- Opportunity to hear from “expert” program administrators about how they approach designing effective programs

CEE Today: A Snapshot

- CEE is a 501c(3) nonprofit organization
- Funded by over 100 members in 36 states and 6 provinces as well as federal government agencies
- Governed by Board of Directors drawn from members
- Develop and sponsor 12 CEE Initiatives for member use
- Pursuing numerous emerging opportunities
- 16 working Program Committees
- Staff of 23 (7 dedicated to C&I programs)
- \$2.7 million budget
 - 75% from members,
 - 25% from EPA and DOE

Who are CEE members?

- **Efficiency Program Administrators** – utilities and non utilities with mandated programs
- **Public Stakeholders** - such as DOE national Labs, state/provincial energy offices, government energy research agencies, efficiency organizations (regional and national)

See CEE website for details (www.cee1.org)

How CEE Works: Voluntary Initiatives

- Harmonizing promotion of commercialized technologies
- Accelerating market acceptance through:
 - Consensus on what constitutes high efficiency
 - Harmonizing program criteria
 - Sharing best program practices
 - Partnering with manufacturers to address:
 - **Consumer awareness**
 - **Distribution channel**
 - **Specifiers and installers**
 - Promoting program opportunities to manufacturers
 - Publicizing qualifying products

CEE's Commercial and Industrial Work Areas

Commercial

- Lighting
- HVAC
- Whole Building Performance
- Commercial Kitchens
 - Food Service
- Data Centers

Industrial

- Motor & Motor Systems
- Motor Management
 - Motor Decisions Matter
- C&I Distribution Transformers
- Municipal Water & Wastewater Systems
- Industrial Program Planning Committee

Changing Environment for Programs

- More policy attention on energy efficiency
- More newcomers to program administration
- Larger budgets and larger savings goals
- Longer time horizon for efficiency program planning and implementation
- Greater flexibility to demonstrate cost-effectiveness over a portfolio of programs and over time
- Latitude to target specific markets (commercial kitchens)
- Non-traditional measures (behavior-based)

Today's Webinar: Planning and Managing C&I Program Portfolios

Objectives:

- Identify key questions and common considerations that administrators should be mindful of in planning C&I programs
- Understand common program drivers, constraints and resources that impact program planning, priorities and options.
- Answer your questions and highlight lessons learned

Panel of Experts

- Sacramento Municipal Utility District (SMUD)
 - Jim Parks, Program Manager, Energy Efficiency & Customer R&D and CEE Board Member
- Energy Trust of Oregon
 - Fred Gordon, Director of Planning and Evaluation
- National Grid
 - Michael McAteer, Business Energy Services Manager
- CEE Moderator
 - Ted Jones, Principal, Industrial Sector
 - Jason Erwin, Sr. Program Manager, Commercial Sector

Top 10 Commercial and Industrial Program Design and Planning Attributes According to National Grid

Michael McAteer
Business Energy Services Manager
National Grid

Top 10 Commercial and Industrial Program Design and Planning Attributes

1. Design your portfolio around the built environment
 - new and existing buildings; address sectors contributing to public benefit funds that drive the enterprise; few programs, many strategies
2. Drive strategies around demand and energy savings
3. Strategies should address major market barriers e.g., necessary solutions, shortage of capital, commissioning, etc.
4. Simplify - reduce customer transaction costs and time required for program compliance
5. Avoid Audits – if you want high penetration rates, establish value of efficiency in sales presentations, i.e., better thermal, visual and acoustic comfort coming from better energy efficiency practices

Top 10 Commercial and Industrial Program Design and Planning Attributes

6. Ensure your contractors, vendors and consulting firms feel they are “business partners”
7. Develop and nurture the relationship with your program delivery staff regardless of whether they are internal or external
8. Smaller businesses need different designs
 - direct installation and on-bill financing
 - be prepared to push IT group for functionality
9. If just beginning, offer two paths:
 - Prescriptive, pre-qualified, end-uses
 - Custom for unique more complex solutions
10. Ensure Quality via post inspections, customer certification of installment, minimum requirements document and excellent Measurement and Verification standards

Contact Information

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