

Promoting Motor Management Strategies to Enhance C&I Motor Programs



Working Together, Advancing Efficiency

Today's Agenda

1. Welcome and Introductions
2. NYSERDA's New York Energy \$mart Motors Program, *Priscilla Richards*
3. Experiences from the Road, *Ed Evans*
4. Q&A
5. Wrap-Up



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- There remains significant opportunity for energy savings in industrial motors and drives.
- Program administrators are seeking approaches that enhance their effectiveness in generating these savings.



What are the barriers?

- Lack of Awareness
- Misperceptions
 - Energy savings are small
 - Premium-efficient motors are not cost-effective
- First-cost thinking
- Motor Availability
- Purchasing and overhead budgets are separate
- Like-for-like replacement policies; oversize design policies
- Lack/poor implementation of corporate energy management policies



How much does it cost each year to operate a motor compared to its purchase price?

Half the purchase price or less	36%
Equal to the purchase price	18%
Twice the purchase price	14%
Five times the purchase price	7%
Don't know	25%



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Program Barriers

- Need to educate trade allies as well as customers.
- Gaining their time and attention.
- Getting to the appropriate people within the customer's organization.
- Regulatory requirements (need for measurable metrics makes market transformation approaches more difficult to implement).
- Accounting issues like spill over and free ridership.
- Low energy costs in some parts of the country result in long payback periods which makes projects harder to justify.



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Motor Decisions MatterSM

A National Awareness Campaign:

- Increase industrial facility managers' awareness of motor management opportunities.
- Increase demand for NEMA PremiumTM motors & best practice motor repair.
- Encourage customers to engage in motor planning.



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Campaign Sponsors

Motor Manufacturers

- ABB Inc.
- A.O. Smith Electrical Products Company
- Emerson Motors
- GE Industrial Systems
- Regal-Beloit Corporation
- Rockwell Automation / Reliance Electric
- Siemens Energy & Automation
- TECO-Westinghouse Motor Company
- Toshiba International
- WEG Electric Motor Corporation

Trade Associations

- Copper Development Association Inc
- Electrical Apparatus Service Association
- National Electrical Manufacturers Association

Efficiency Program Administrators

- Advanced Energy
- Alliant Energy
- BC Hydro
- ComEd, a division of Exelon Corporation
- Long Island Power Authority
- MidAmerican Energy Company
- National Grid USA
- NY State Energy Research & Dev Authority
- Northwest Energy Efficiency Alliance
- NSTAR Electric & Gas
- Pacific Gas & Electric
- Sacramento Municipal Utility District
- Southern California Edison
- Wisconsin Department of Administration
- Xcel Energy

Supporting Organizations

- Consortium for Energy Efficiency
- U.S. Department of Energy



Diverse, Non-Commercial Credibility
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Working together ...



...to deliver motor management
to end-use customers.



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Opportunity for Programs

- Proven value in concepts
 - Strong tools and identity
 - Networking and industry relationships
-
- Integration of motor management challenging



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Program Approaches

- Training and working with vendors
 - NYSERDA
 - National Grid
 - MidAmerican Energy
- Training and working with customers
 - MidAmerican Energy
 - BC Hydro



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NYSERDA's New York Energy Smart
Motors Program

Priscilla Richards, NYSERDA
Ed Evans, APT



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Next Steps

1. **Consider** whether/how motor management strategies might complement your motor and drive program(s).
2. **Identify** points of tangency with your program goals, design and/or marketing strategies.
3. **Develop** program approach.
4. **Connect** with other regional stakeholders to support implementation with your customers at the regional level.



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