

**CEE Summer Program Meeting
June 11-12, 2008
Boston, MA**

Concurrent Session:

***Pursuing Industrial Program
Opportunities Together***



Working Together, Advancing Efficiency

Objectives

- Provide context for CEE's work in the industrial sector
- Summarize CEE industry program areas
- Discuss current challenges and opportunities for industrial program

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)

- **NO** Organizations with private interests, e.g., manufacturers, consultants, program contractors
- CEE needs to be unbiased and disinterested to maintain credibility to industry and regulators



Working Together, Advancing Efficiency

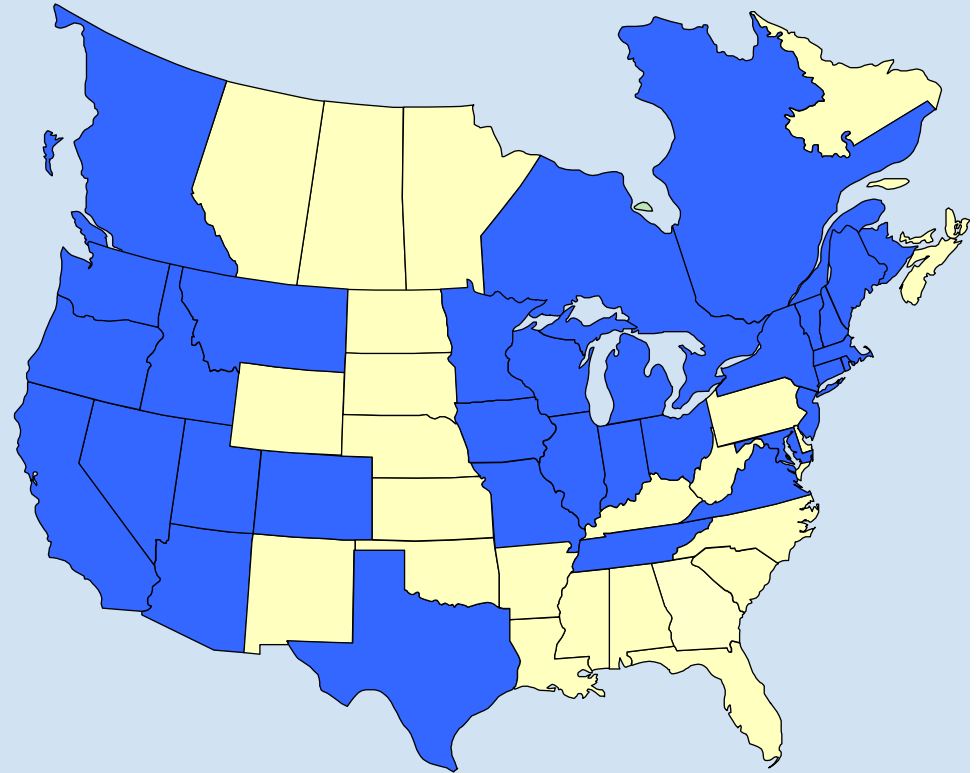
What Do CEE Members Share in Common?

- Administer public benefit-funded, ratepayer programs
- Need to meet mandated energy saving targets
- Rely on market delivery channels
- Need to serve common customer types (sector, size)
- Common program types/organization
 - prescriptive incentives (rebates), custom, third-party-administered, upstream/downstream, new construction, education/training, auditing/assessments
- Expertise in designing, planning, and implementing efficiency programs and in measuring their results



What Do CEE Members Bring to the Table?

- In 2007, U.S. and Canadian budgets for energy efficiency totaled \$3.7 billion.
 - Up 18% from 2006
 - C&I sector represents 38%
 - CEE members represent 90% of the total
- CEE members' programs reach over 50% of the US population and more than 2/3 of Canadians – 100 million accounts.



How Does CEE Help Members Achieve Program Goals?



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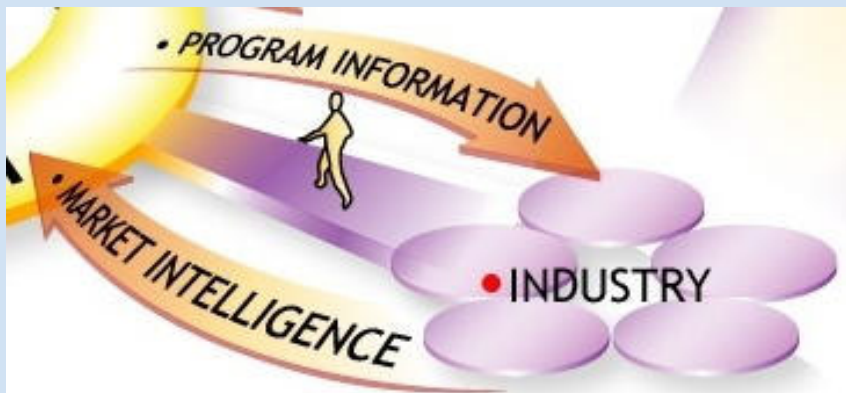
1. CEE Specs

- Harmonize promotion across the United States and Canada to drive higher efficiency
- Provide direction to industry, make it feasible for them to respond
- Result: Easier to promote high efficiency in programs



2. Industry Partnerships

- Bring industry knowledge and resources to bear to benefit programs
 - Lighting for Tomorrow
 - Motor Decisions Matter
 - CEE Directory of ARI-Certified HVAC Equipment



- Result: Programs have information and allies in transforming markets

3. Consensus Comments

- Provide a common voice for programs
- Help ENERGY STAR prioritize and respond to programs' needs vs. others' needs
- Have had success in appliances, HVAC, lighting, etc. There are opportunities in industrial.
- Result: ENERGY STAR positioned to meet the needs of programs



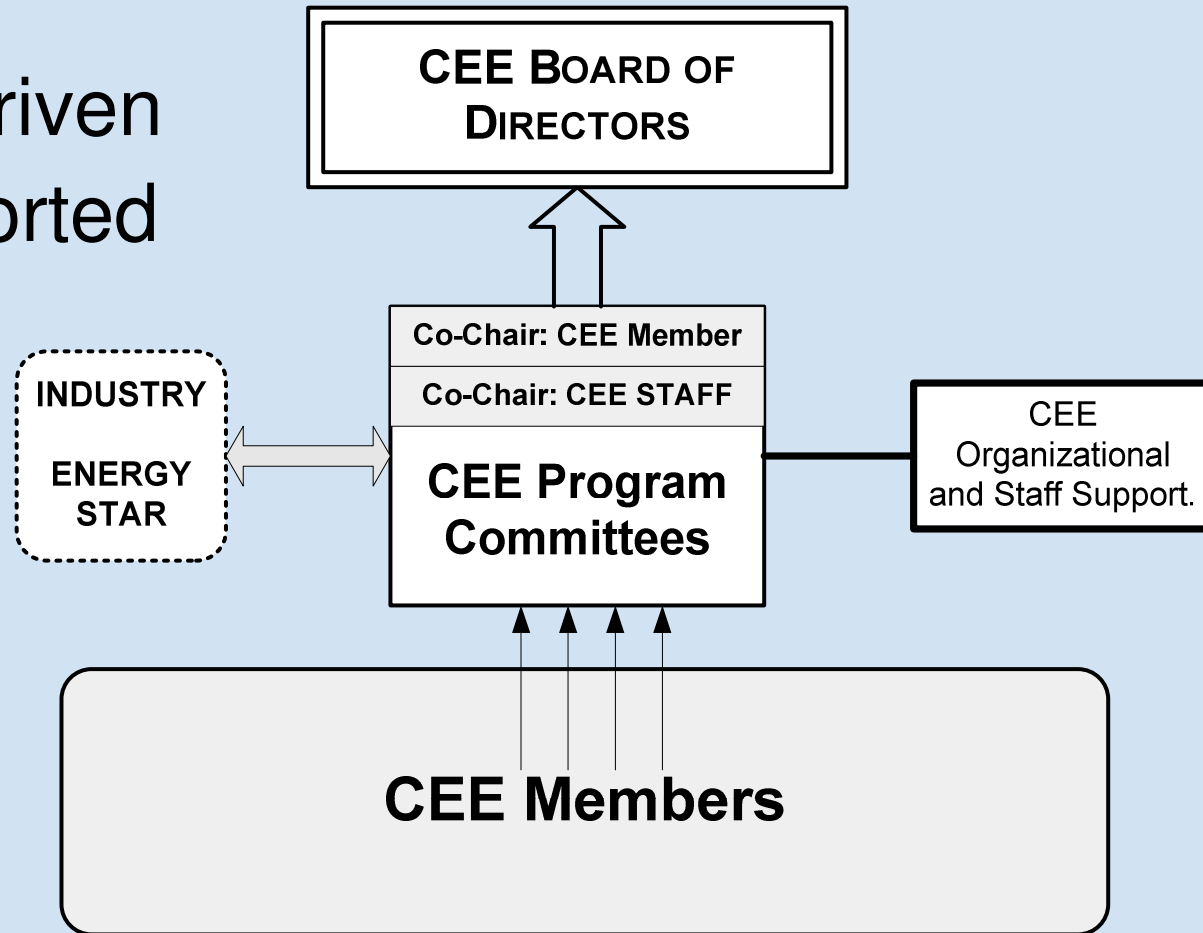
4. Program Guidance

- Showcase successful programs, new approaches, lessons learned
- Bring industry expertise to bear during Initiative development, spec revisions, etc.
- Result: Good ideas get transferred more quickly and programs are more effective



How CEE Makes Decisions

Member-Driven
Staff-supported



Industrial Program Overview

CEE Work Area Coverage	Lead	Orientation
Premium Efficiency Motors - NEMA Premium™	Kellem Emanuele	Equipment (low voltage, induction motors 1-500 hp)
Motor Management - Motor Decisions Matter	Kellem Emanuele	Education (multi-stakeholders focusing on motor repair & replacement)
Municipal Water and Wastewater	Toby Ast	Systems (benchmarking, motor systems and process opportunities)
Distribution Transformers	Toby Ast	Equipment (low & medium voltage, single & three phase)
Industrial Program Planning <i>(Exploratory)</i>	Ted Jones	Systems plus processes and energy management

Motor & Motor Systems Committee: Overall Focus for 2008

Identify and pursue strategies to assist Efficiency Programs with the transition to the Energy Independence and Security Act (EISA) 2010 deadline. EISA:

- Raises minimum efficiency levels to NEMA Premium for most 1-200hp, general purpose motors
- Establishes minimum efficiency levels for motors not previously covered including most 201-500 hp general purpose motors and other motors (8 pole, design C, U frame, etc.)

Motors & Motor Systems Committee: Current Work Areas

Explore Potential Program options

- **Enhanced performance specification,**
 - Technical factors – including potential efficiency savings
 - Market factors – including product availability, potential issues
- CEE Guidance for Adjustable Speed Drives,
- CEE Guidance for best practice repair,
- Motor management,
- Motor systems guidance,
- Specifications for other motors (e.g. U-frame motors, Design C motors, etc.)

Motor Decisions Matter Campaign: 2008 Focus

Facilitate enhanced customer interactions,
especially in transition to new EISA Standards

- Coordinate with existing EPA and DOE energy management resources and tools
 - EPA Energy Star for Industry
 - DOE Save Energy Now and Superior Energy Partnerships
- Develop and enhance educational tools:
 - MDM “Speaker’s Bureau”
 - Revised *1•2•3 Spreadsheet and User’s Guide*
 - Energy Legislation Resources Webpage



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Motor Decisions Matter: Recent and Upcoming Events

Recent

- MDM Webcast: Motor Provisions in the 2007 Energy Independence and Security Act

Upcoming

- EASA Convention: June 22- 24 in Dallas, TX
- MDM Webcast: EASA State of the Industry: July 30 2pm – 3:00 pm EST

Additional information: www.motorsmatter.org



Working Together, Advancing Efficiency

Current W/WW Projects

- ENERGY STAR Benchmarking Field Test
 - Coordinated Contact with ENERGY STAR
 - Evaluate, shape tool
- ECM Framework
 - Clearinghouse for projects, Coordinated Research
 - Program guidance
- Emerging Technologies
 - Access to other program experience
 - Coordinate with industry



Distribution Transformers

- Low & Medium Voltage, Customer Side
- Regulation
 - EPACT 2005: Low Voltage (January 2007)
 - DOE 2007: Liquid Immersed, Medium Voltage (January 2010)
- Enhanced voluntary specification
 - Commodity Prices & Life Cycle Cost calculations
 - Product availability

Industrial Program Planning Committee

- CEE members are coming together through the **Industrial Program Planning Committee**:
 - to provide a forum for members to share program strategies in the industrial sector
 - to tap into the collective experience of member industrial efficiency programs
 - to identify and prioritize industrial opportunities & resources (DOE, EPA)
 - to recommend program strategies, as appropriate



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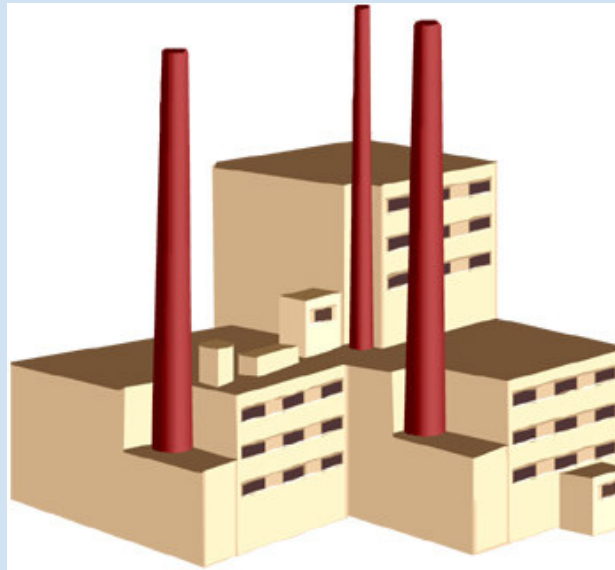
Sizing Up Industrial Energy Efficiency Program Opportunities

Industrial Energy Savings

- Technical Potential

Industrial Customers

- Business Perspective
- Decision-making



Efficiency Programs

- Ratepayer-Funded
- Energy Savings Targets
- Cost-effective

Supplier Issues

- Technical Expertise
- Delivery of EE

Questions?



What about your Industrial Program?

- Goals/Metrics
- Challenges
- Future Opportunities



Industrial Program Metrics

- Does your industrial program have specific goals? If so, what are they and how do you measure them?
 - kw
 - kWh
 - therms
 - other??
- What industrial program measures contribute the most toward your goals today?

Program Challenges

- What are the biggest challenges you face in reaching your industrial program goals?

Program Opportunities

- Where do you see the bulk of industrial sector savings coming from in the future?
- How might efficiency programs work together to accelerate energy savings in this area in the future?