



# Industrial Motor Systems

Working Together to Deliver Motor System  
Management

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CEE Industry Partners Meeting  
Sept. 16, 2010, 1:30-3:00 pm CT

# Session Agenda

## ▶ Session Background

- Kellem Emanuele, CEE

## ▶ Efficiency Program Perspective

- James Tuleya, Pacific Gas & Electric (PG&E)

## ▶ Motor Service Provider Perspective

- George Flolo, Electrical Apparatus Service Association (EASA)

## ▶ Group Discussion

- Can a motor inventory strategy provide the framework to implement broader motor management strategies?

# Session Objectives

1. Move beyond motor rebates
  - Identify resources that efficiency programs can contribute to facilitate efficiency improvements in industrial motor systems.
2. Understand the target audience
  - Identify trade ally insight describing current customer perspectives on motor management and system optimization.
3. Achieve greater energy savings
  - Identify the key components of strategies to deliver motor system management, including trade ally coordination and efficiency program resources.

# Why Motors & Motor Systems?

## Opportunity

“Motor-driven systems...represent 65 percent of total industrial electricity consumption” -

*Unlocking Energy Efficiency in the U.S. Economy*,  
McKinsey&Company, July 2009

## Achievable Potential

Machine drives represent ~50 TWh of annual energy savings by 2030 relative to 2008 baseline

*Assessment of Achievable Potential from Energy Efficiency and Demand Response Programs*, EPRI, January 2009

# NYSERDA Business Partners Summary

## ▼ NY State Results: 9,817 motors

- ~85% are not NEMA Premium®

## ▼ Lessons Learned

- Eff. programs strengthen vendor credibility
  - Transition from “sales call” to “trusted advisor”
- Incentives => verifiable implementation data
  - End users often follow recommendations but do not submit for incentives; vendors submit
- Next step: motor management plans
  - Make efficiency a persistent practice

# Discussion Questions

1. What indicators (e.g. applications, equipment, personnel, etc.) the potential for large savings?
2. What kinds of efficiency program resources would enable customers and vendors to take action?
  - ▶ What information do efficiency programs need to provide these resources?
  - ▶ What is the forum for trade ally communication?
3. What are the related success factors to
  - ▶ leverage trade ally coordination?
  - ▶ ensure participation and achieve savings?