

Commercial Sector Energy Efficiency Program Design

Brown Bag Webinar
May 18, 2016



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This presentation will be shared
again on June 22th at noon.

AGENDA

1. Review Customer Input & Program Concept

2. Program Design

- Program Structure
- Estimated Program Cost
- Estimated Sector Savings

3. Nice to Have vs Need to Have

4. Public Comment Period

5. Timeline and Next Steps

PROGRAM CONCEPT REVIEW





FINDINGS:

- ✓ Majority satisfied with turnkey programs
- ✓ Majority satisfied with proactive customer engagement
- ✓ Many rely on additional BPA technical and program support



WANT:

- Hand in directing resources
- Project tracking
- Opportunity to engage in projects
- More savings per site
- Visibility into program cost
- Sense of proportional value

UTILITY ACCOUNT PLAN & PROACTIVE FIELD ENGAGEMENT

Utility
Commercial
Sector
Account
Plan

Field Analyst

Technical Support

Trade Ally Networks

National Accounts / Site Facilities Staff

SEM Engagement as applicable

1.

Easy Wins
UES
Measures

2.

Lighting
Potential

3.

Custom
Project
Potential

Proactive
Field
Services

CUSTOMERS ENTER UTILITY EE PROJECT PIPELINE

THE VISION

1. Utilities **understand** BPA commercial offerings
2. Utilities **actively serve** their commercial sector
3. BPA Project Tracking Tool offers **transparency**
4. Individual project sites treated **holistically**
5. Trade **Allies** are engaged & trained
6. Utilities see **value** & continue to invest in commercial
7. BPA implements **continuous improvement strategies** and is transparent with program costs



THE STRATEGY

- **Viable** measures
 - Actionable, Meaningful Incentives, Reportable
- Utility **account plans** guide our actions
- **Proactive** field services drive projects
- Leverage existing **Trade Ally Networks**
- Ensure Utilities can offer their customers
 - **Easy wins**/ immediate opportunities
 - Long term **engagement**

Focus on utility account plans and customer service
...not strictly on kWh savings

BUILDING A PROGRAM



BPA COMMERCIAL SECTOR TODAY



PROPOSED

Contracted;
Field Services
& Support

★ Field
Resources



SEM ★



Contracted;
Holistic Deep
Savings
Approach

Existing Measures

★
Program
Tracking

E3T



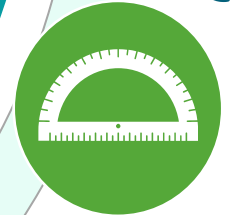
BPA
PMs

Calculators

Custom Projects



BPA
Engineers



TANs

Planning
& Eval



Utility
Account
Plans ★



**ACCOUNT
PLANNING
&
PROGRAM
TRACKING**

ACCOUNT PLANNING

Utility-specific Account Plan guides commercial sector activity

- Process will include the EERs and be supported by BPA programs and engineering
 - Will seek direction from utility on customer focus
 - Will seek direction from utility on communication protocol
-
- Not a single template utility have to conform to
 - Not committing or transferring budget

✓ **Highly supported**

✓ **Customizable**

✓ **Dynamic document**

ACCOUNT PLAN ELEMENTS



Ideas to get you started...

- Historical savings activity
- Known potential?
- Available EEI Budget
- Help BPA understand your goals, e.g.:
 - Project type
 - Market segment
 - Customer service
- Outreach plan
- Communication plan

PROGRAM TRACKING TOOL

- Central tracking tool
- Program Management tool for BPA Program Managers
- Project Management tool for Utilities
- Home of the **Utility Account Plans**
 - Source of key program performance goals
- Plan is to **leverage** existing program capabilities



PROGRAM TRACKING TOOL

KEY FEATURES & FUNCTIONALITY FOR UTILITIES

Utility-Web Portal

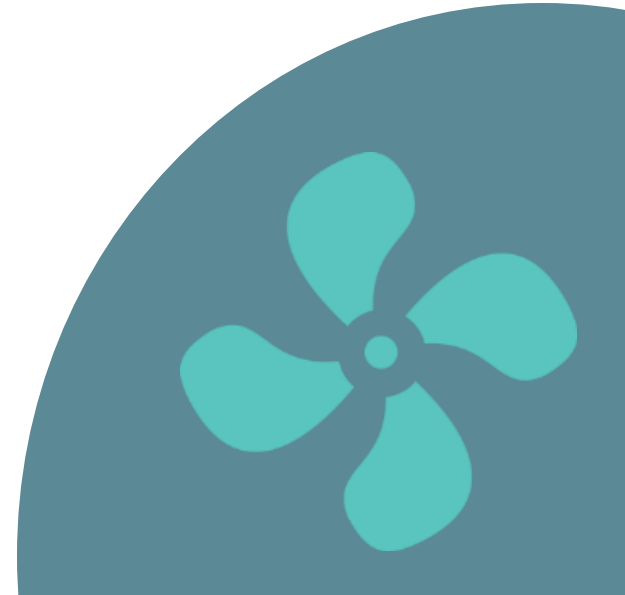


Utility Account Plan Home

- Import projects
- Update project status

Pipeline tracking

- Prescriptive & custom
- Project ID
- Status
- Savings & incentives
- Est'd completion dates





SEM & FIELD RESOURCES

COMMERCIAL SEM



COMMERCIAL SEM

Utilities have voiced support for both:

- a) BPA led regional commercial SEM initiative
- b) BPA approved protocol for reporting SEM

Approach includes:

1. NEEA resources
2. Utility resources

– And Both –

1. Lite Touch SEM
2. Heavy Touch SEM



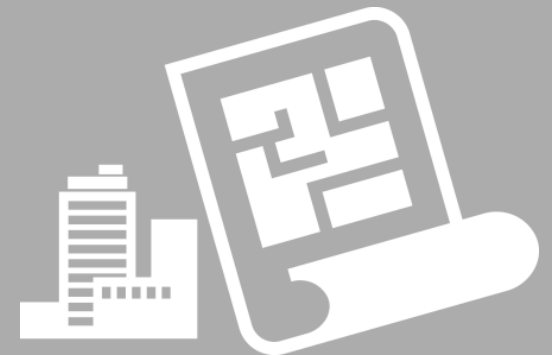
COMMERCIAL SEM: LITE TOUCH

BPA develops **Standard Commercial SEM M&V protocol**

- Technical **guidance**
- **Not** program infrastructure

Enables different **program strategies**

- Naturally occurring
- Existing utility efforts (e.g. pay for performance/performance contract, conservation manager, etc.)
- New SEM strategies



COMMERCIAL SEM: HEAVY TOUCH

BPA provides **SEM program infrastructure**

Two options under consideration:

- 1. Resource Conservation Manager (RCM) approach**
 - Possibly leverage BOC infrastructure
- 2. Cohort approach**

BPA wants to hear your thoughts on options under consideration



FIELD RESOURCES



BOOTS ON THE GROUND

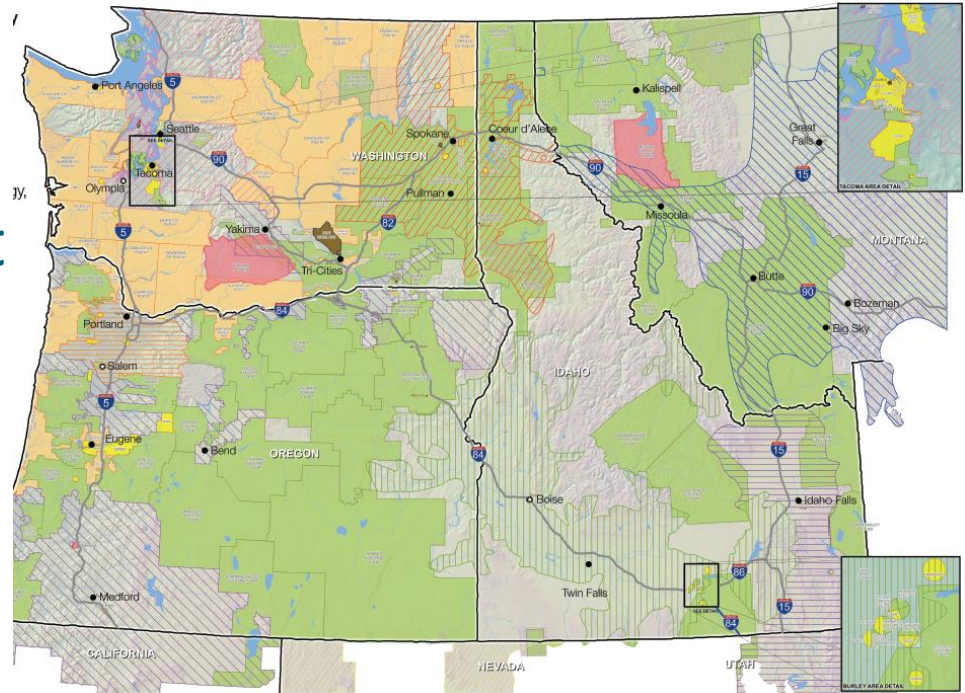
Field Resources Include

- Regional Field Reps
- Technical Staff
- Administrative Support & Management

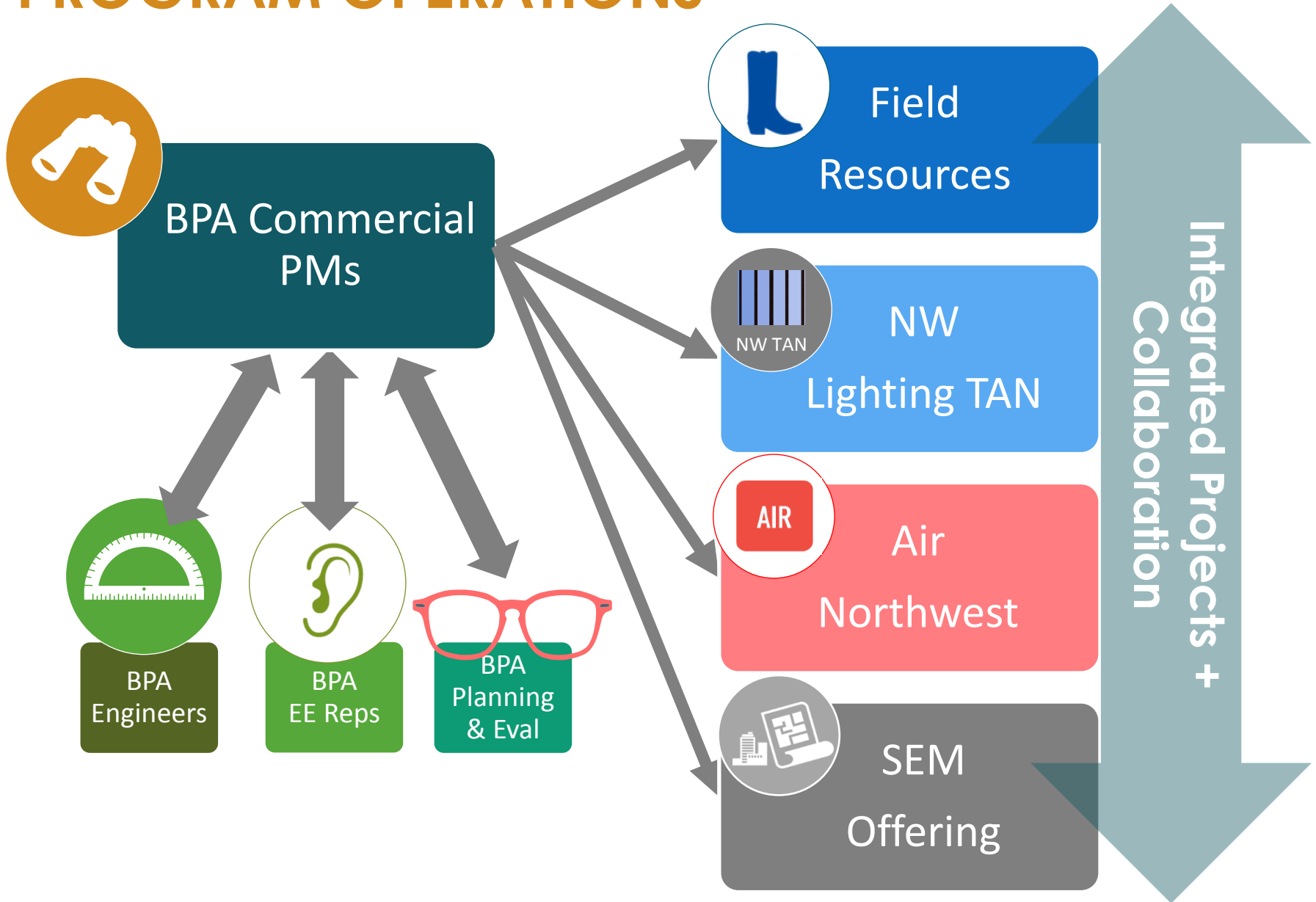
Program design places an emphasis on:

- Proactive engagement
- Consistent presence

Field Resources performance goals are tied directly to utility account plans



PROGRAM OPERATIONS



PROGRAM MANAGEMENT

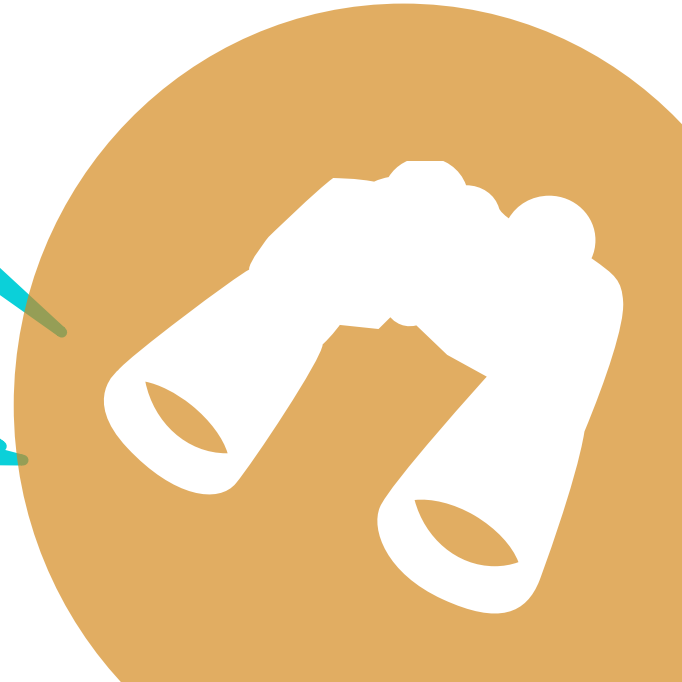
Manage all **program operations**

Use **Program Tracker** for active program management, insights, reporting



Drive program activity and manage **TANs**

Oversee **account plans & manage to goals**



FIELD RESOURCES

**Uses tracker to
update
project
status**

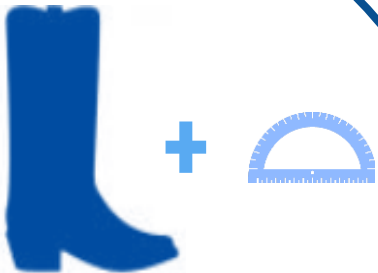


Implements Utility Account Plan
Front lines of proactive customer
engagement

Performs Opportunity Assessment

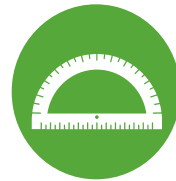
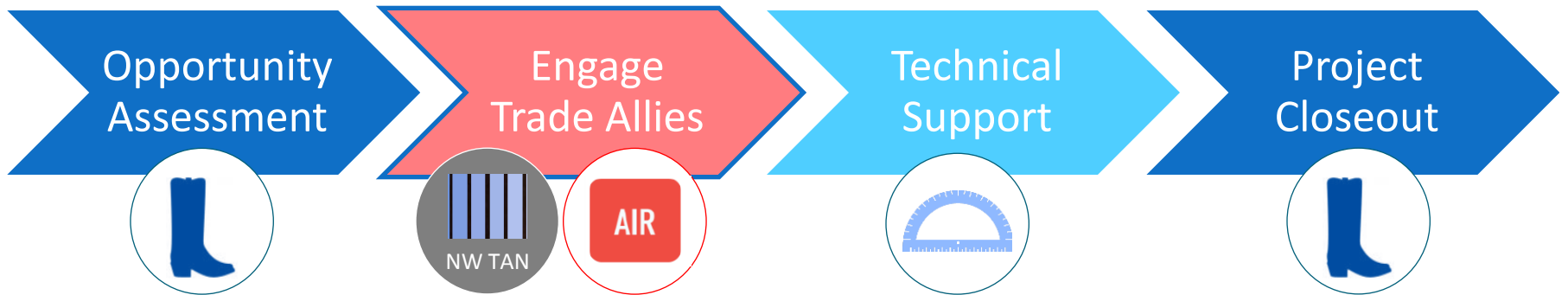
- Immediate opportunities
- Near term opportunities
- Identifies resources and next steps

Enable maximum leverage
of **Trade Ally Networks**



A TALE OF TWO PROJECT PATHS...

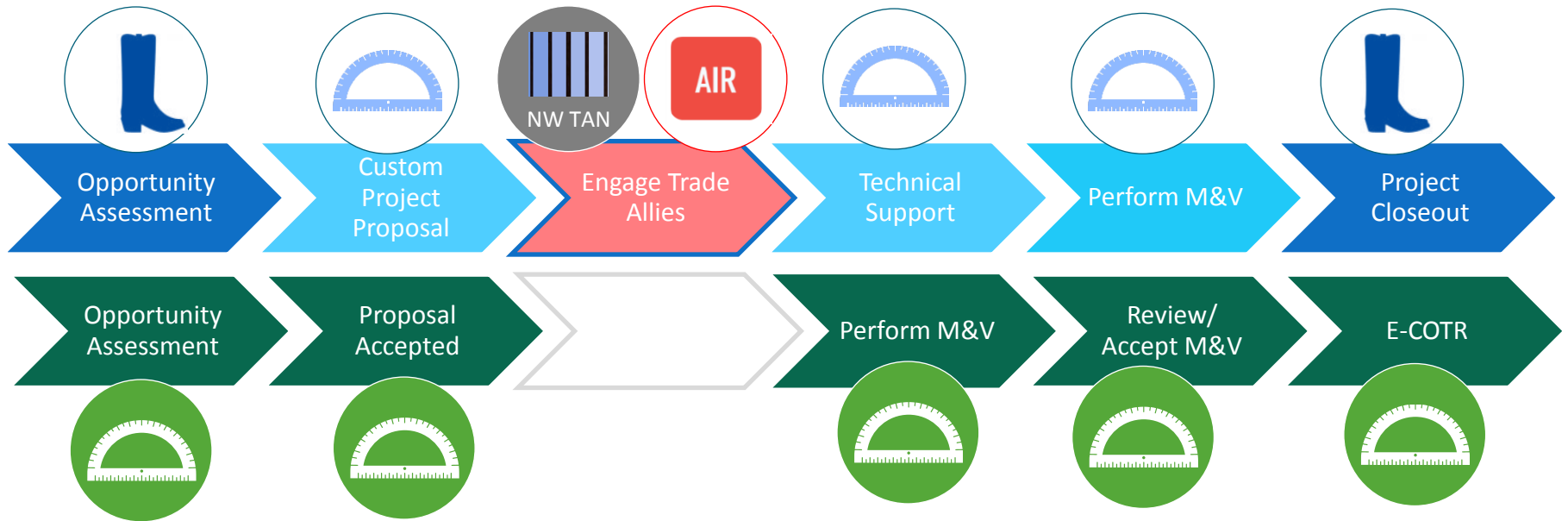
1. Prescriptive & Calculator Projects



BPA engineers available for project support

A TALE OF TWO PROJECT PATHS CONT'D

2. Larger and More Complex: Full Custom



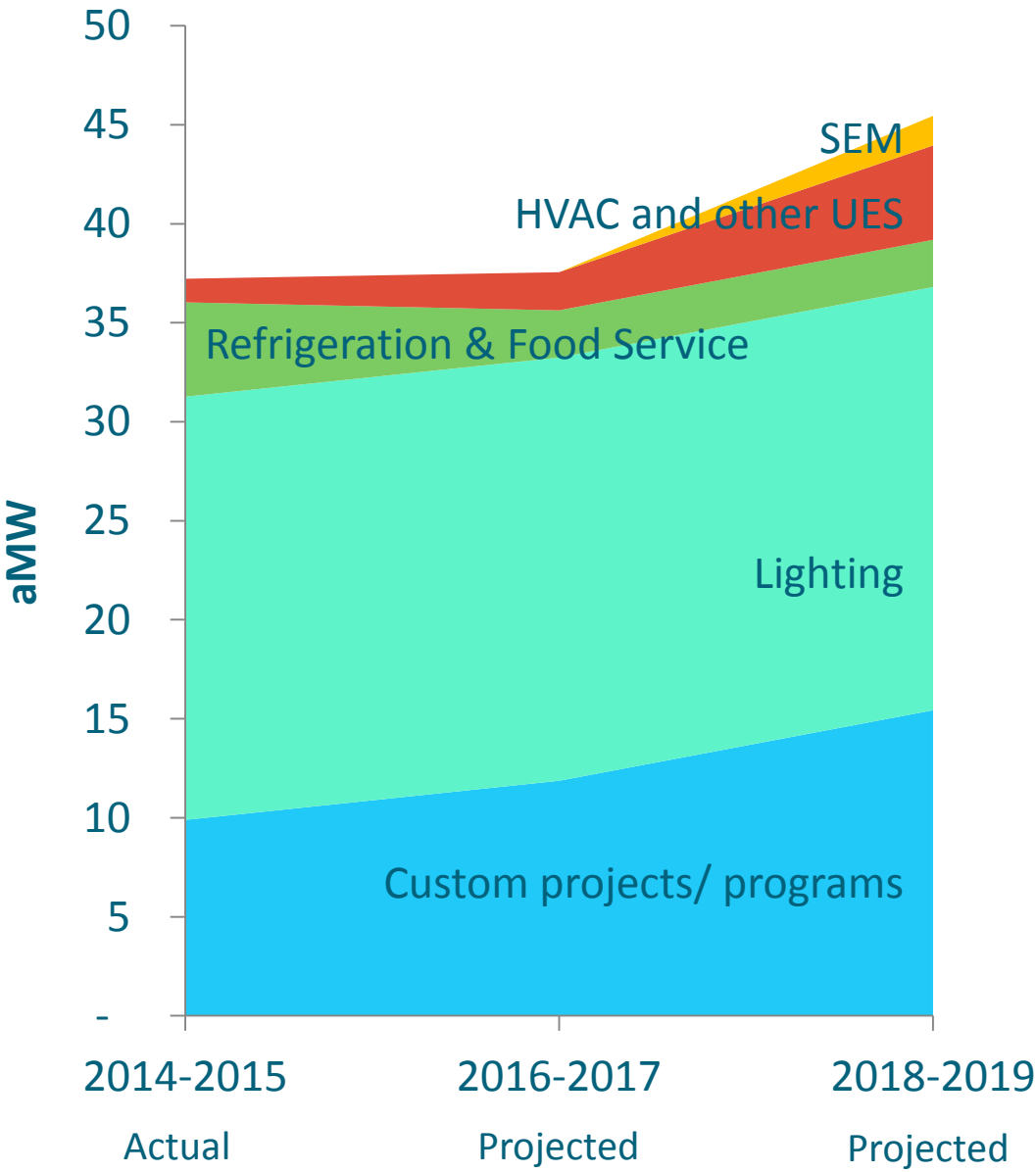
- *Field and BPA resources work in tandem on custom projects*
 - *Field resources brings in TANs*

ENERGY SAVINGS

What are we going to get?



PROGRAM EFFECT ON SAVINGS



- ✓ **18-20 aMW/year**
- ✓ **Fill in gaps**
- ✓ **Diversify portfolio**
- ✓ **Improve HVAC uptake**
- ✓ **Positive spillover**

COST



BUDGET

Field Resources & SEM
\$1.8-2.5 million per year

Trade Ally Networks
\$1.3 million per year



THE LONG VIEW

- Midstream offering
- Analytics as a service
- Advanced audit or site walkthrough tools (web, tablet, etc.)



PROPOSED TIMELINE

May 18 & June 22, 2016

Brown Bags: Design

May 18 - June 30, 2016

Public Comment Period

Summer 2016

BPA review comments

Program Launch

Contract in place by Q2 FY17

Program Operational

Q3 FY17

PUBLIC COMMENTS

SEM direction

Staffing model

Concerns about co\$ts

How to access field resources

Role of the TANs

What's missing?

Did we get it right?

Regional equity

Need vs. nice to have

Other...

Public comment period May 18 - June 30, 2016

<https://www.bpa.gov/EE/Sectors/Commercial/Pages/New-Commercial-Program-Development.aspx>

Thank You!

Q&A



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