

# THE FUTURE LOOKS BRIGHT

Planning for the future of energy  
efficiency

## PRESENTERS

Allie Robbins Mace, Commercial Sector Lead, BPA

Sarah F. Moore, Residential Sector Lead, BPA

Carrie Cobb, project manager, BPA

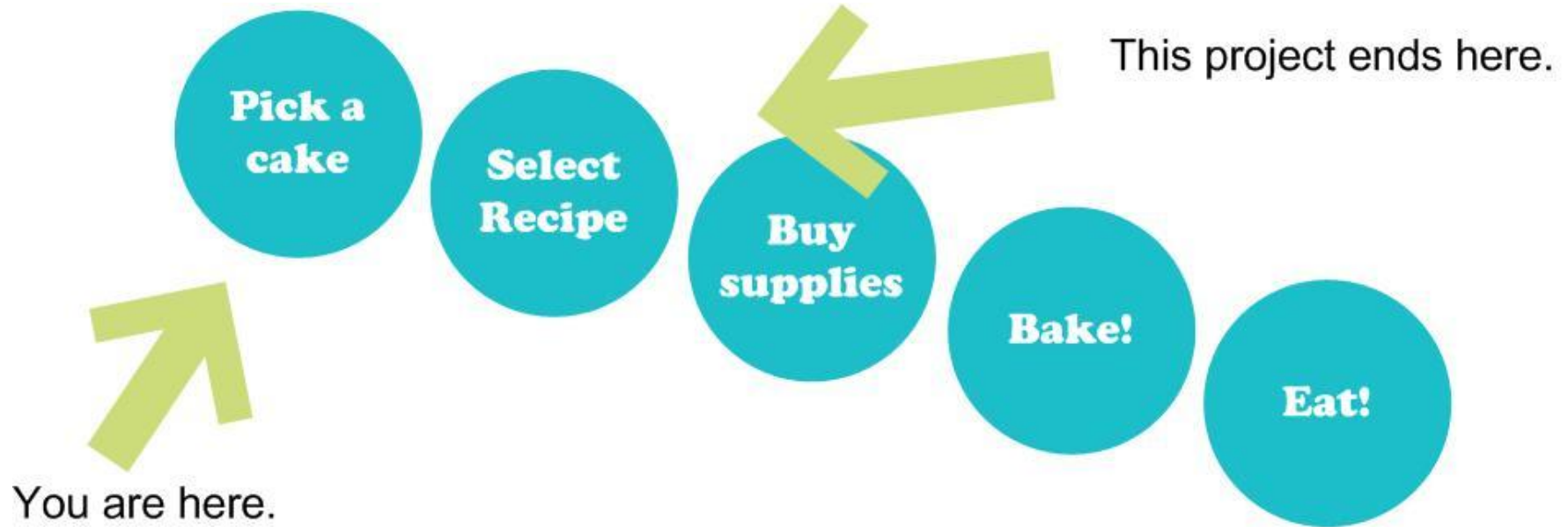


## Objectives

- Understand context/process
- Know what to expect on the questionnaire
- Understand the concepts in the questionnaire

# Overview

# BAKING THE CAKE



**Utility input and engagement will continue past this project's final recommendations**

# CLARIFYING EXPECTATIONS

- This project is foundational planning:
  - What program models provide opportunity?
  - What type of infrastructure offerings and non-traditional program support should we explore?
- And get input on questions like:
  - What types of program, models and measures are most valuable to utilities?
- This project won't:
  - Decide the next BPA programs
  - Be the end of utility engagement

# TO DATE

1. Interviewed Regional and National energy efficiency **Experts**
2. Undertook an extensive **Literature Review**
3. Held a utility **Brainstorming**



Bill Switzer  
Spartan  
Mentorship  
Value of time

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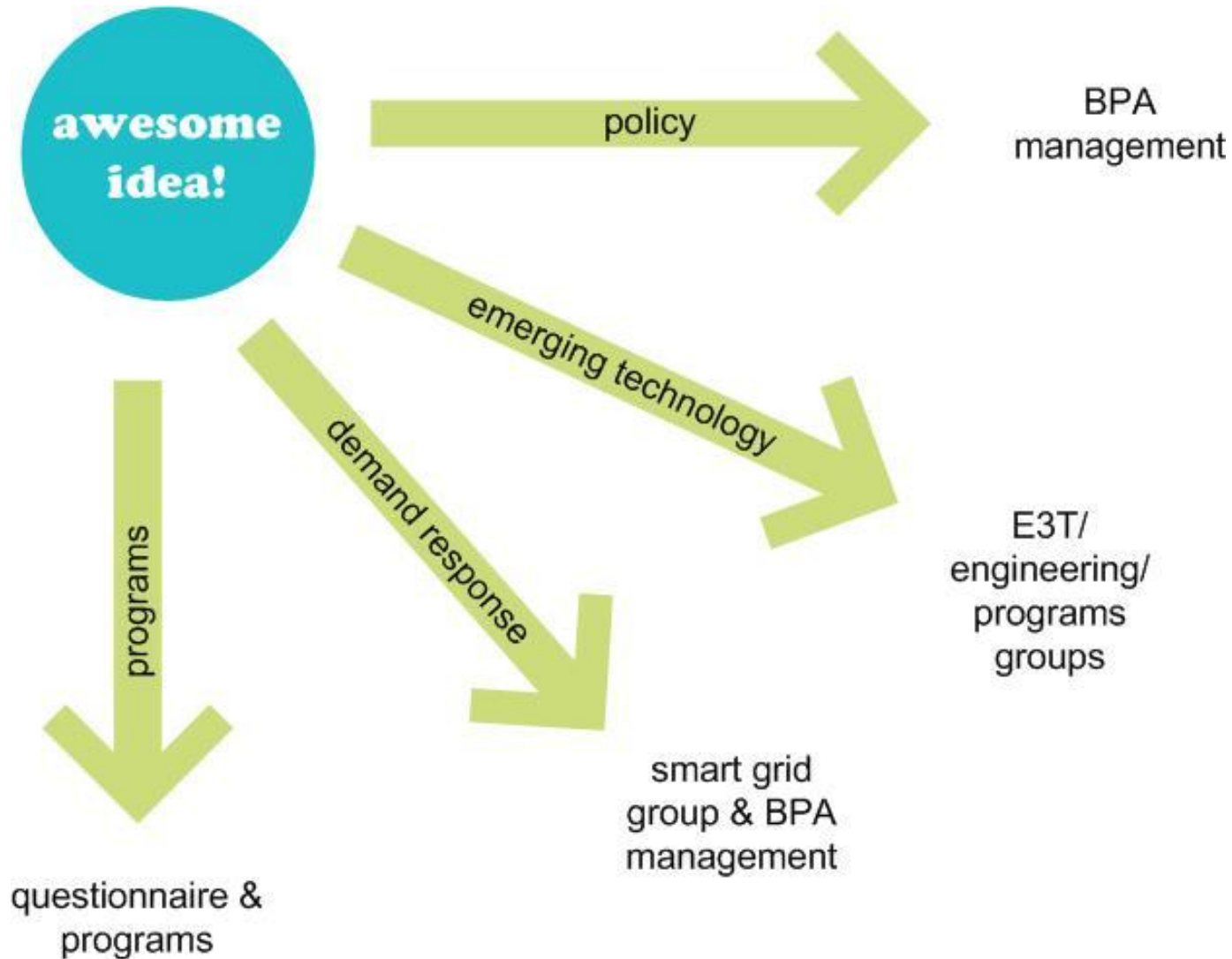
# TONS OF IDEAS GENERATED

- Program Ideas
- New Opportunities
- Challenges and Barriers
- Policy Input
- Research input





# WHERE ARE THE IDEAS GOING?



# Utility Questionnaire

# PURPOSE

- ❑ To rank and prioritize different models and program opportunities identified in research
- ❑ To understand utility priorities and needs for program infrastructure support
- ❑ Questionnaire is 20 minutes and tightly scoped

# OPPORTUNITIES ABOUND

- ❑ BPA could provide niche offerings for sectors, or large 3<sup>rd</sup> Party Support
- ❑ New models and ways of reaching the customer open for exploration
- ❑ An offering can include multiple elements to pick and choose from



You are here.



# SOME DEFINITIONS

- ❑ **Market Actor:** a **partner** in delivering energy efficiency programs (e.g., Lighting Trade Ally Network)
- ❑ **Delivery Model:** a **method** for delivering a measure (e.g., direct install, upstream)
- ❑ **Audience:** the **end-users** that are targeted by your program in order to provide them with energy efficiency measures
- ❑ **Measure:** the energy efficient **technology** delivered through a program to the end-user

# DIRECT INSTALL



# HOME ENERGY AUDITS



# COMPETITIVE CONTRACTED





# THIRD PARTY REBATE PROCESSOR



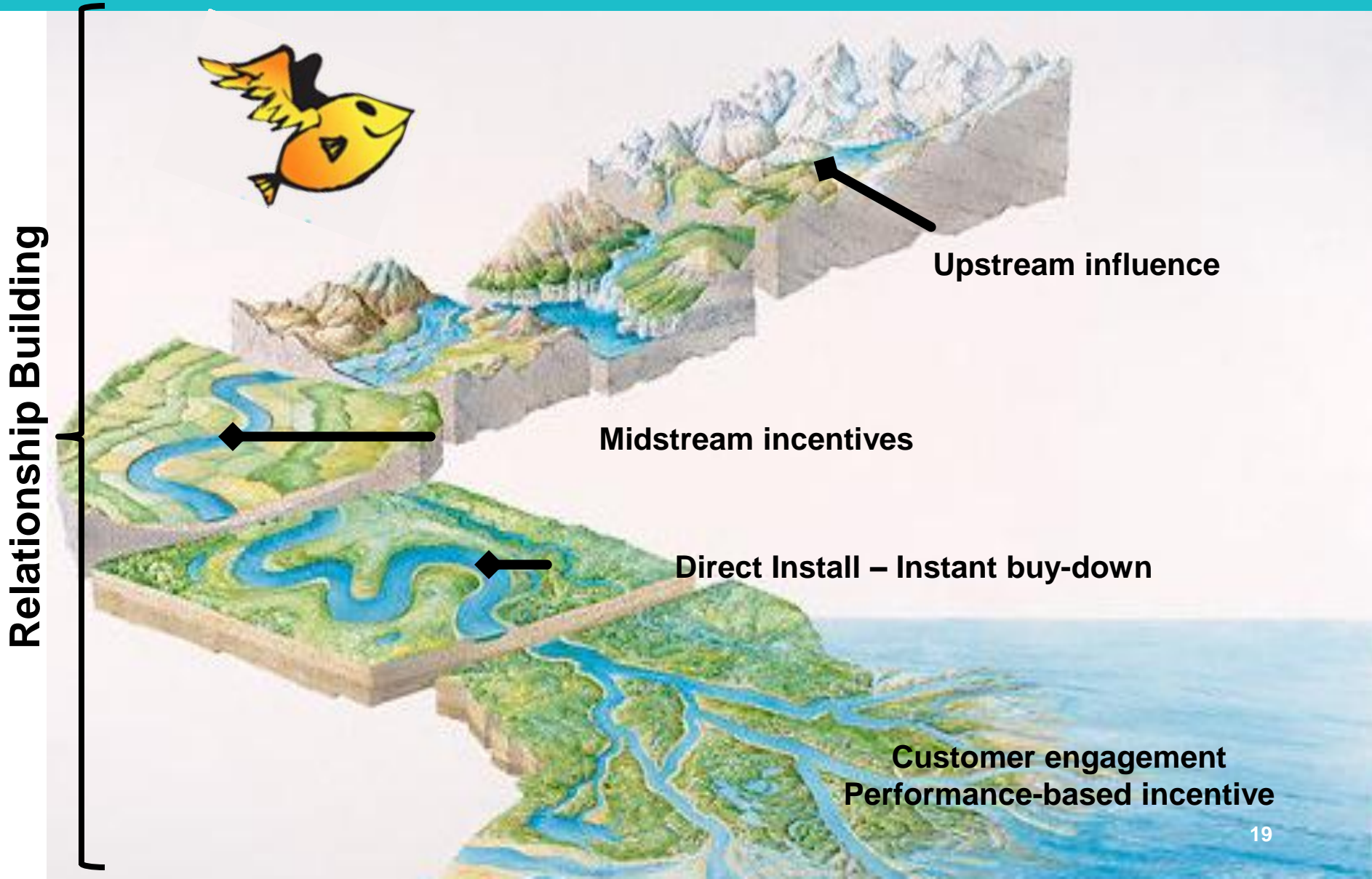
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Over 2000 Stores



# BEHAVIOR BASED



# UPSTREAM AND MIDSTREAM



# PAY-FOR-PERFORMANCE



kWh=\$

# ENERGY MANAGEMENT



Strategic energy management

Resource Conservation Manager

Low-cost for small-medium customers

Monitoring-based commissioning



# SMALL COMMERCIAL DIRECT INSTALL



# ENERGY SMART COMMERCIAL



# NEXT STEPS

- ❑ Questionnaire will arrive JUNE 24 2013
- ❑ Two options:
  - ❑ One response for utility
  - ❑ Multiple responses for utility (analysis will weight to one)