

# NEW COMMERCIAL BROWN BAG

Building a Concept for a New Commercial Program  
November 24, 2015



# NEW PROGRAM DEVELOPMENT TIMELINE

Phase	Best Case Completion	Most Likely Completion
1 – Idea	April 2015	May 2015
 2 – Concept	October 2015	January 2016
3 – Program Development	April 2016	October 2016
4 – Implementation	July 2016	April 2017
	(18 months)	(27 months)

Factors impacting the timeline:

- Internal and utility alignment
- EE resources available to focus on this project
- Supply Chain availability (if required)

# WHAT'S IN A STRAWMAN?

- Key findings from utility assessment process
- Lessons learned from Energy Smart Grocer & Energy Smart Industrial
- Feedback from Utility Roundtables
- Commercial program support and savings opportunities



# KEY FINDINGS FROM UTILITY ASSESSMENTS

**Participation and collaboration in the project life cycle is key including the ability to track activity in progress**

**The majority of utilities are satisfied with turn-key programs like ESG and ESI**

**Utilities with limited staff rely on the support of BPA engineers and turnkey programs**

**The majority of utilities voiced a need for basic commercial program support & want more savings opportunities per site**

**Utilities have diverse needs in the commercial sector- but the majority of utilities support pro-active site engagement**

**Utilities want to understand total program delivery cost and want to ensure they are receiving proportional value**

# THE COLUMNS OF THE NEW COMMERCIAL PROGRAM

## PROACTIVE UTILITY SERVICE AND SUPPORT

Energy Efficiency Reps

Commercial Sector  
Utility Account Plan

Field Analyst

BPA Engineering

Project Management  
Tool

Marketing

Trade Allies

# THE COLUMNS OF THE NEW COMMERCIAL PROGRAM

## COMPREHENSIVE ENERGY SAVINGS

Unit Energy Savings Measures

Lighting

Custom Projects

Energy Management

Midstream

# WHAT COLUMNS ARE NOT IN PLACE? (OR NEED ADDITIONAL SUPPORT)

PROACTIVE UTILITY  
SERVICE AND SUPPORT

COMPREHENSIVE  
ENERGY  
SAVINGS

EERS

Commercial Sector Utility  
Account Plan

Field Analyst

BPA Engineering

Project Management Tool

Marketing

Trade Allies

UES Measures

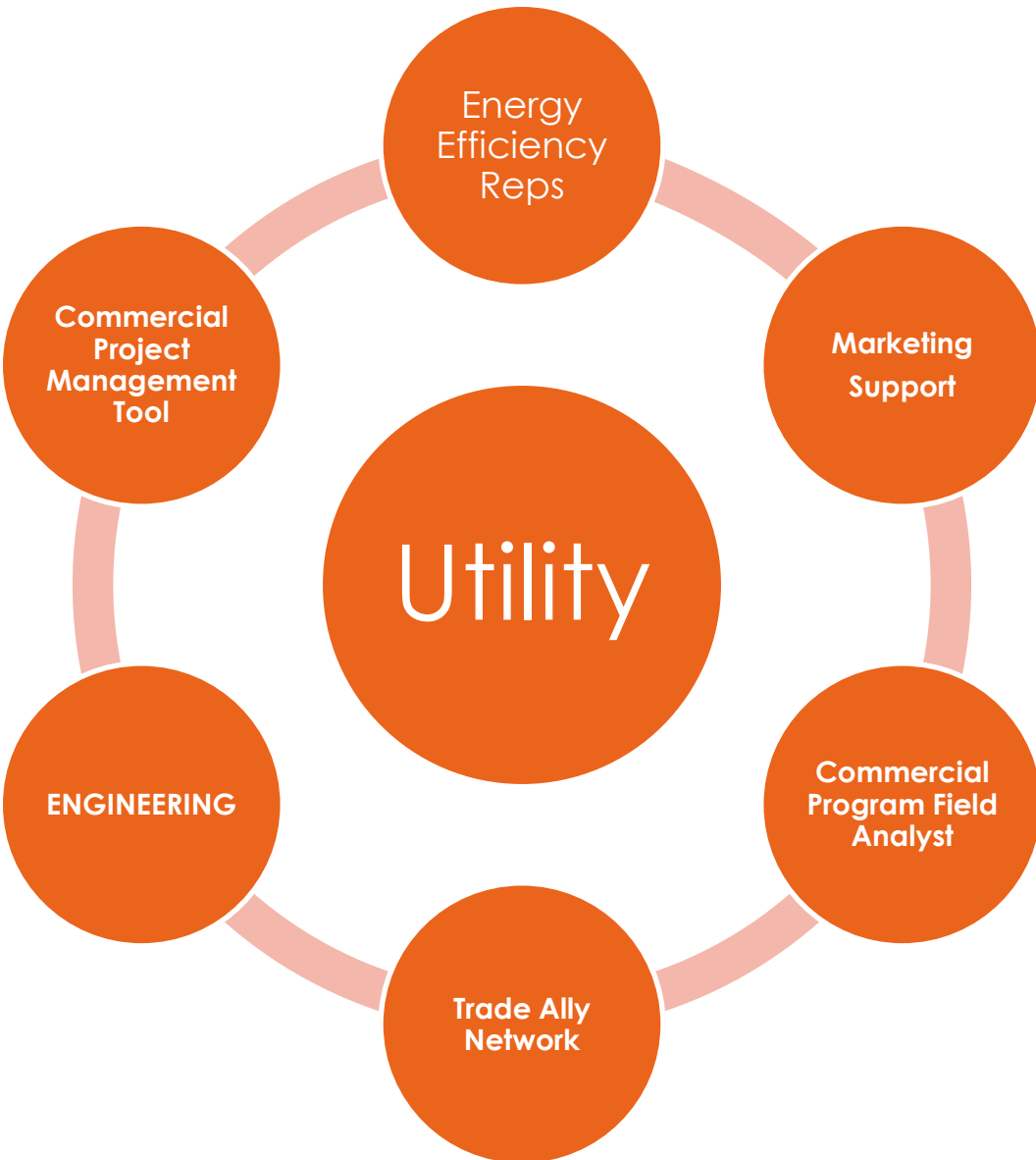
Lighting

Custom Projects

Energy Management

Midstream

# PROACTIVE UTILITY SERVICE AND SUPPORT





# PROACTIVE UTILITY SERVICE AND SUPPORT

Energy Efficiency Reps will help drive effort in '16 to develop Commercial Sector Utility Account Plans that will:

- Work with utility budget and identify Commercial goals
- Assess opportunities in the short and long term
- Increase customer awareness of Commercial offerings

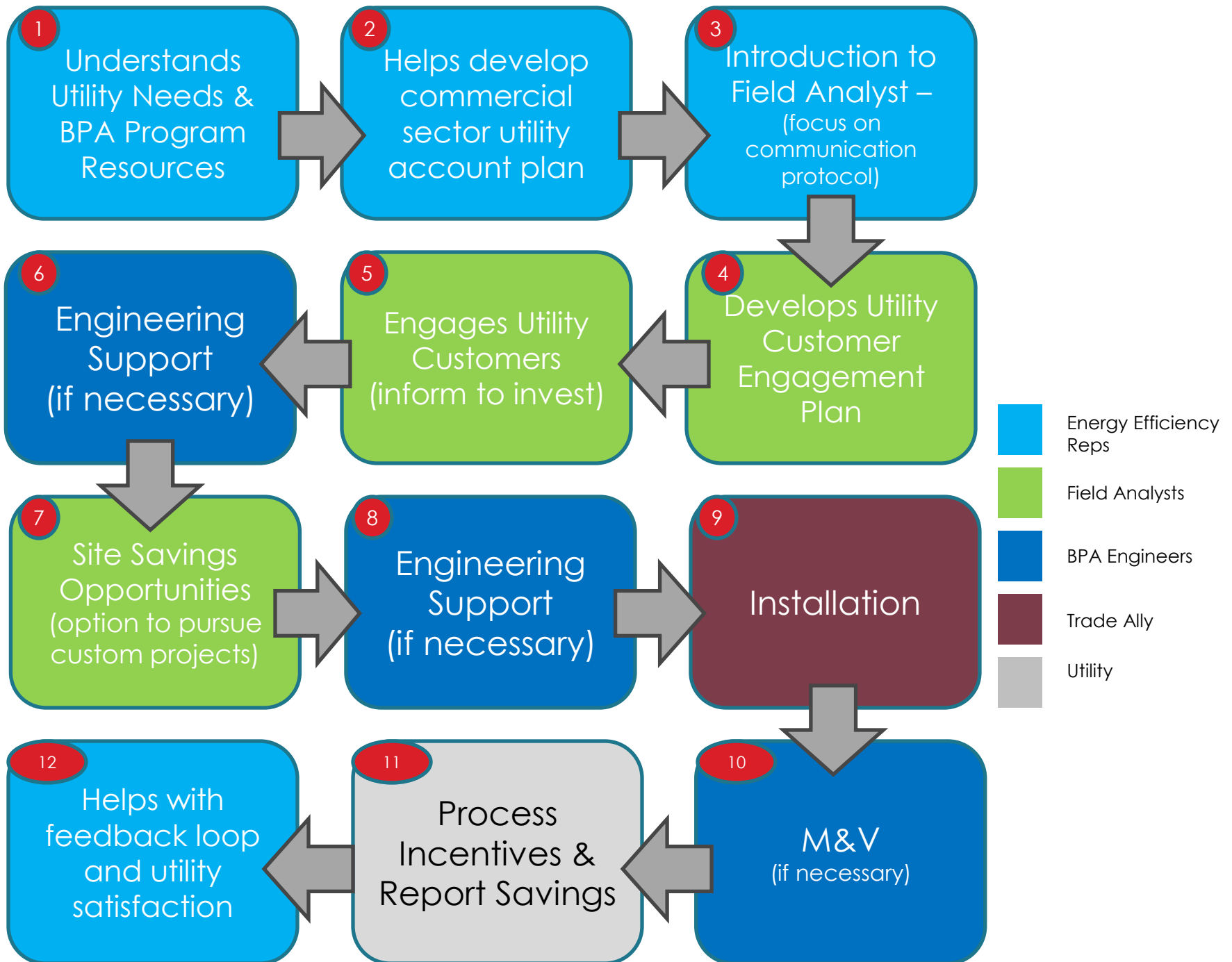
**Commercial  
Sector Utility  
Account  
Planning**

# PROACTIVE UTILITY SERVICE AND SUPPORT



## Field Analysts

- **Similar** to role of ESIPs and ESG Field Energy Analyst
- Work from Commercial Sector Utility Account Plan to engage customer
- Engage targeted customers
  - Identify easy win UES measures
  - Identify lighting opportunities
  - Identify trade allies
- If potential for custom project, bring in engineer
- Working from Utility Account Plan- see all opportunities through- and report progress into project tracking system



# COMMERCIAL SECTOR UTILITY ACCOUNT PLAN & PROACTIVE FIELD ENGAGEMENT

Utility  
Commercial  
Sector  
Account Plan

Field Analyst

Leverage Trade Ally  
Networks

BPA  
Engineer

Proactive  
Field  
Services

1.  
Easy Wins  
UES  
Measures

2.  
Lighting  
Potential

3.  
Custom  
Project  
Potential

CUSTOMERS ENTER UTILITY EE PROJECT PIPELINE

# REGIONAL EQUITY & PROGRAM SUPPORT STRUCTURE

- Use TOCA as basis for determining approximate level of pro-active engagement
  - Hypothetical example:
    - ~ Five categories of utility size
    - Size determines number of proactive customer site visits
    - Balance between many simple projects, and/or fewer complicated projects

# PROACTIVE UTILITY SERVICE AND SUPPORT, CONT.

**Project  
Management  
Tool**

- Utilities want access and insight to
  - Project Status
  - Projected completion date
  - Budget Implications
  - Commercial Sector Utility Account Plan progress
- Similar to Energy Smart Industrial & Energy Smart Grocer capabilities

# COMPREHENSIVE ENERGY SAVINGS: EXPANDING OFFERINGS

**Energy  
Management**

Pilot in FY16

**Midstream**

Ductless Heat Pump  
Midstream  
Pilot in FY17

**New and  
Improved  
UES Measures**

e.g. Compressed air

## WHAT'S IT GOING TO COST?

- Potential Program Cost Drivers
  - Final program design
  - Utility uptake / participation
- Existing Program Cost Data
  - Energy Smart Grocer
  - Energy Smart Industrial
- Program Design Phase will include savings and cost projections



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## Opportunity for Public Comment

- From Utilities & Regional Stakeholders on Program Concept Design
- From Utilities & Stakeholders on Program Development

THANK YOU!  
**QUESTIONS?**

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