

NEW
COMMERCIAL
PROGRAM
DEVELOPMENT




UTILITY BROWN BAG, JUNE 4, 2015



OVERVIEW

- Describe how we performed the assessments and the utility sample
- Summarize the responses from the utility preference assessments
- Discuss findings, gather any additional utility input
- Review next steps in the process



**Commercial Program
Utility Preference Assessment**
Complete today, or submit to EDocs@bpa.gov or your EER by April 15, 2015

Utility Name: _____ Contact Name: _____
 Phone Number: _____ Email: _____
 Mailing Address: _____

Before we begin:
 The future BPA Commercial Program seeks to meet local utility needs. The purpose of this assessment is to inform BPA program staff with insight to which components or areas of program support make sense to support regionally. This assessment is not a utility commitment.

Mark it up!
 We realize the world isn't black and white. We encourage utility program staff to add additional comments, questions, and concerns in the margins. Got additional thoughts you want to share after fact? Feel free to send those into your EER anytime before April 15, 2015. We want to hear from you!

About the two options:
 For Section A, you will be asked to choose between a potential regional 'Commercial Program' or 'Utility Managed' options. This distinction is made to understand utility preference for supporting a regional program.

The '**Commercial Program**' option infers a dedicated and sustained level of involvement from BPA staff, an undesignated third Party, or a combination of both. There is no limit to utility participation if **Commercial Program** is selected.

The '**Utility Managed**' option infers the utility will manage energy efficiency programs on their own and BPA engineers and program staff would be available to utilities by request.

Please select the level of program support you want and the range of measures you need assistance with implementing.

Section A – Level of Support by Program Component

1. **Who generates prospects and manages the pipeline?**
 Commercial Program
 Utility Managed

2. **Who creates energy-saving proposals and completion reports?**
 Commercial Program
 Utility Managed

3. **Who presents proposals to end-use customers?**
 Commercial Program

HOW WE GATHERED INPUT

- EERs, program representatives engineers met with 47 utilities to discuss the future commercial program
- We asked utilities to fill out a survey so we could identify needs and preferences—from technology and measure types to implementation
- We also collected anecdotes, comments and concerns about the commercial program
- 43 Utilities submitted assessments

THANK YOU!

Benton PUD

Benton REA

Big Bend

Blachy-Lane

Canby Utility Board

Centralia City Light

Central Electric Coop

Central Lincoln PUD

City of Ellensburg

City of Forest Grove

City of Richland

Clallam PUD

Clark Public Utilities

Clearwater Power

Columbia REA

Coos Curry Electric

Cowlitz County PUD

EWEB

Fall River Rural Electric

Flathead Electric

Franklin PUD

Grays Harbor

Idaho Falls Power

Inland Power & Light

Klickitat

Kootenai Electric Cooperative

Lane Electric Co-op

Lewis Co. PUD

Lower Valley Energy

Mid-state

Mission Valley Power

Missoula

Northern Lights

Northern Wasco

Orcas Power and Light Coop

Oregon Trail

Pacific PUD

Pen Light

Pend Oreille

Ravalli

Salem Electric

Seattle City Light

Snohomish

Springfield Utility Board

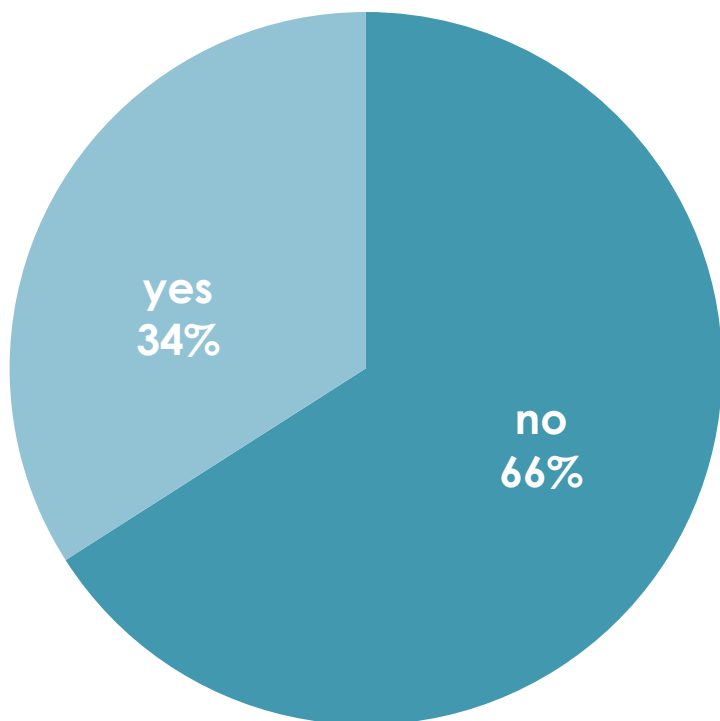
Tacoma

Umatilla

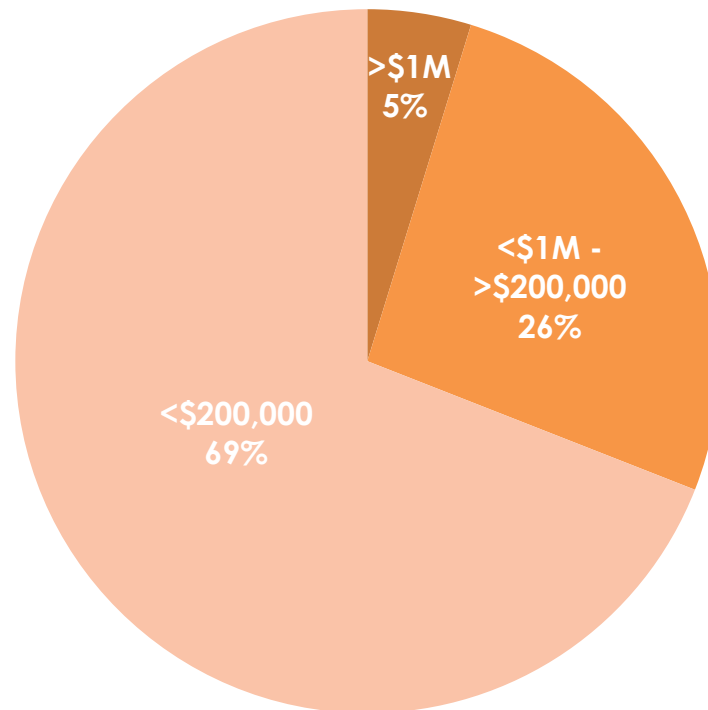
Wells Electric

ASSESSMENT PARTICIPANT SAMPLE

Commercial Self-funding (any level)



Commercial Spending History* by Utility



ASSESSMENT PARTICIPANTS BY STATE

ASSESSMENT
MEETINGS

64

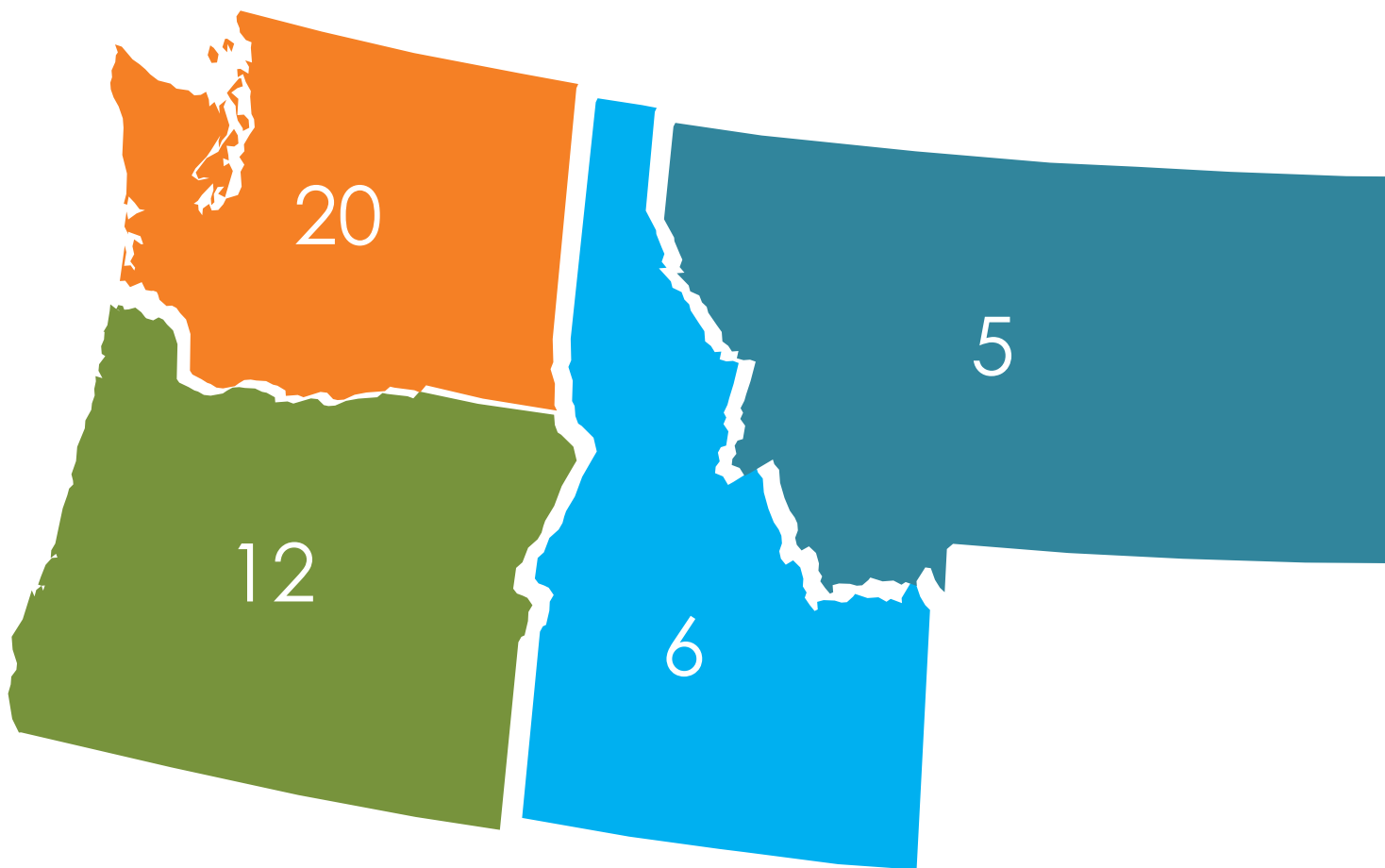
INVITED

47

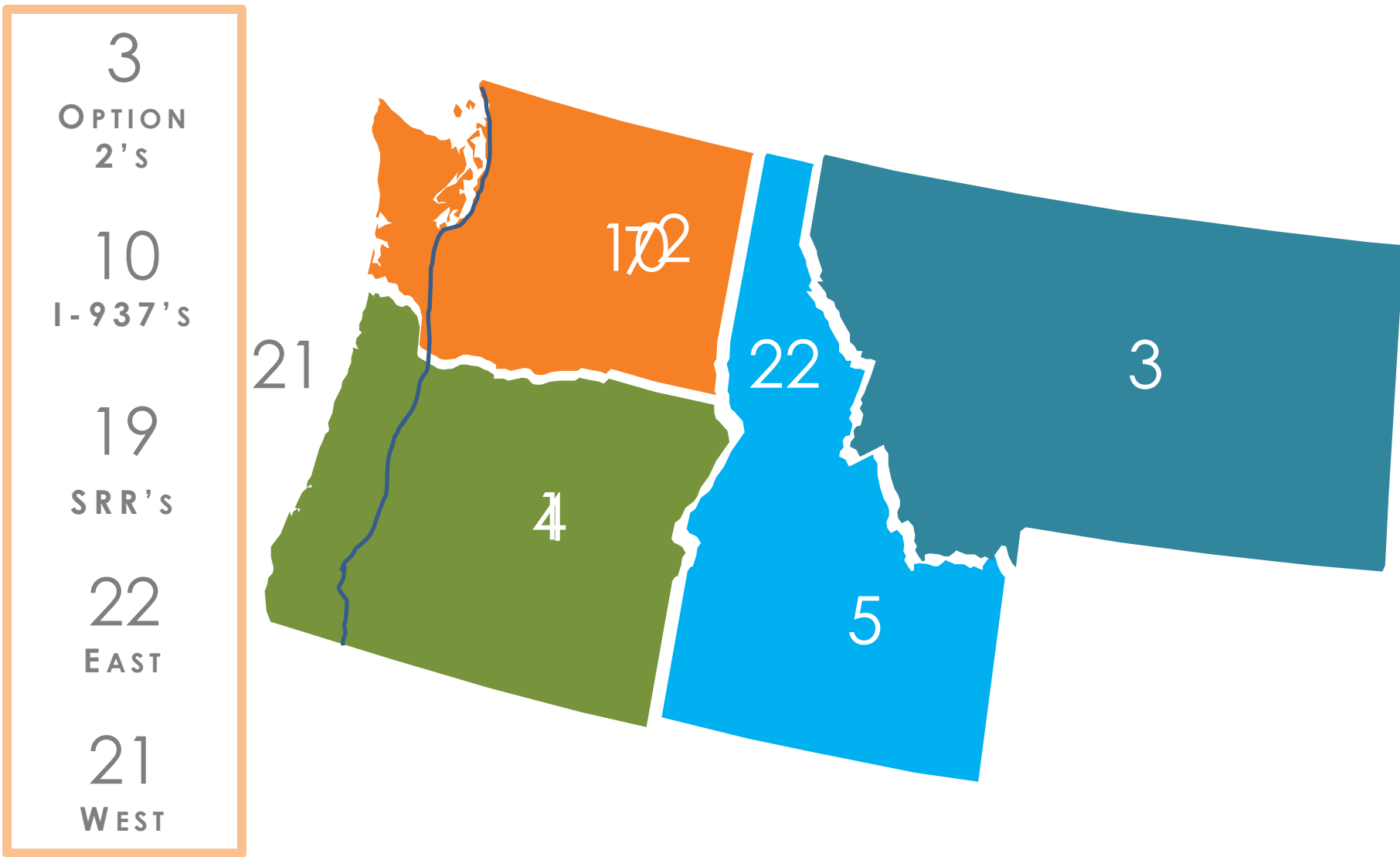
ATTENDED

43

SUBMITTED

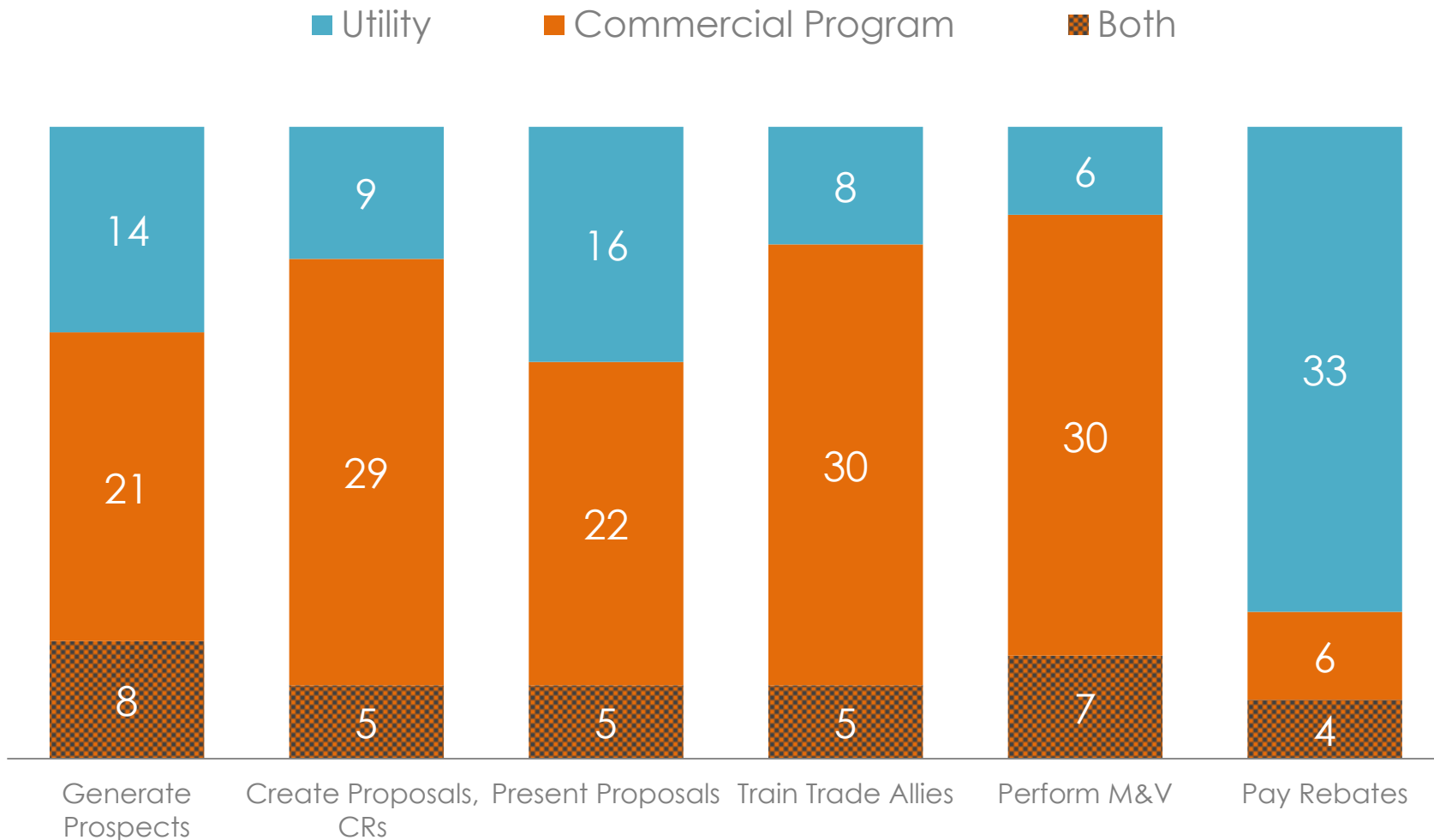


ASSESSMENT PARTICIPANTS BY GROUP



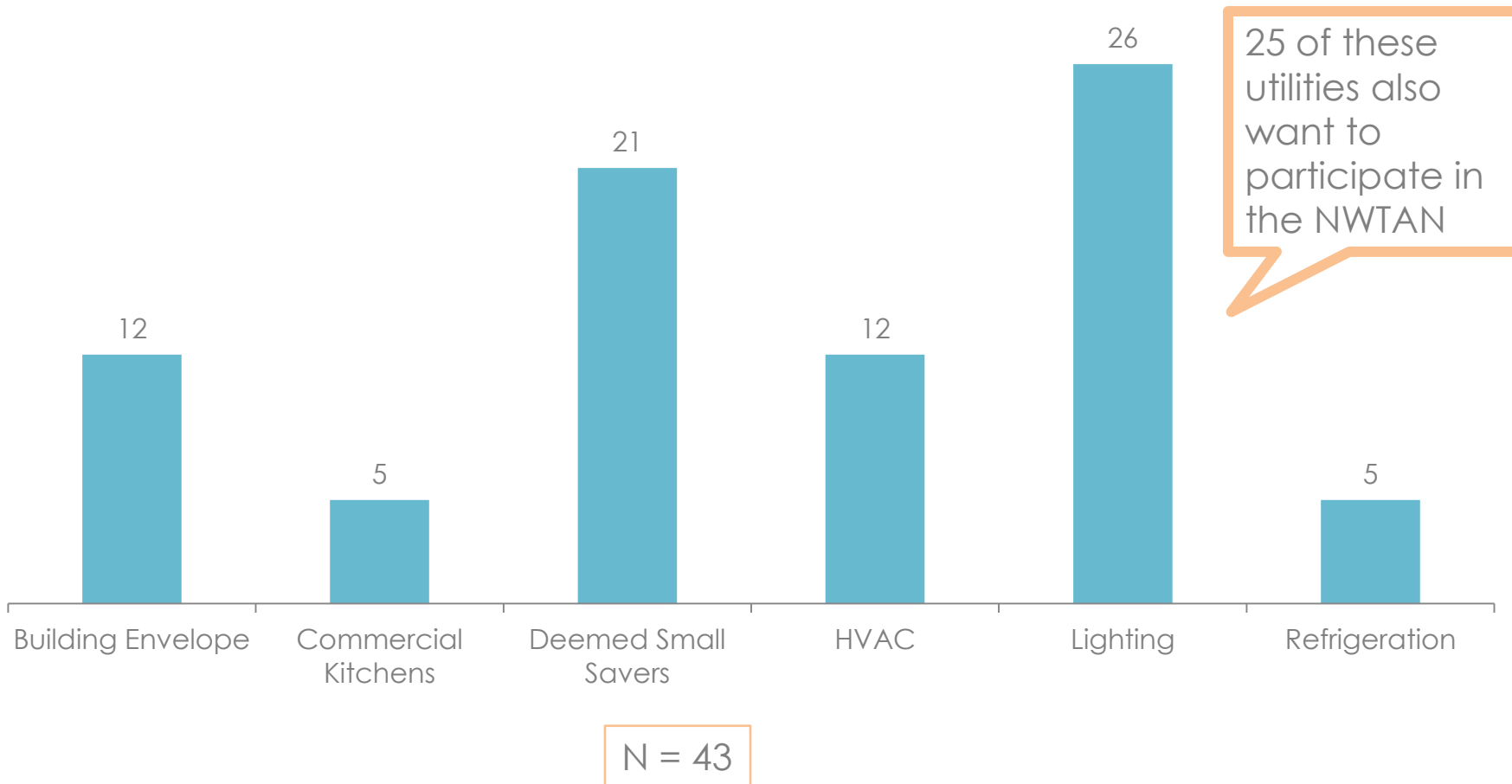
LEVEL OF SUPPORT BY PROGRAM COMPONENT

Select the level of program support you want



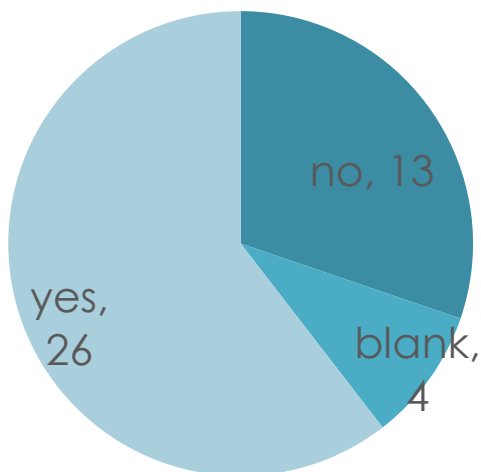
UTILITIES PREFER TO MANAGE CERTAIN MEASURE TYPES

Which measure types do you want to implement with minimal BPA support?

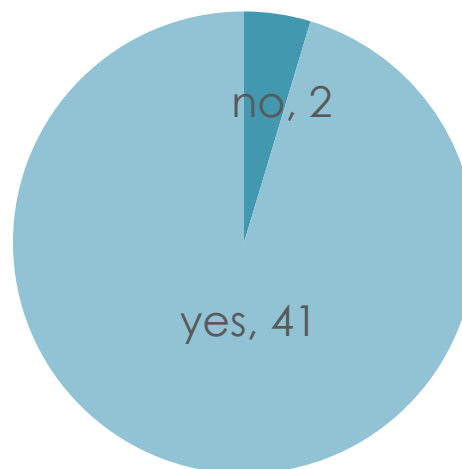


OTHER UTILITY COMMERCIAL PROGRAM NEEDS

Interest In Emerging Technology Pilots



Desire Some Level Of Participation in NWLTAN



PARTICIPATION IN DIFFERENT PROJECT TYPES

New Construction 77%

Retrofit 98%

SEM 70%

MANY COMMERCIAL CUSTOMERS & BUILDING TYPES

Which customer types do you want the commercial program to focus on?

- KEY ACCOUNTS
8
- MOM & POP
8
- BIG BOX/CHAINS
7
- ASSISTED LIVING
4
- PUBLIC SECTOR
5
- SCHOOLS
12
- ALL
COMMERCIAL
9
- OTHER
18



**KEY
ACCOUNTS**



MOM & POP



**BIG BOX
CHAIN**



ASSISTED LIVING



**PUBLIC
SECTOR**



SCHOOLS



OTHER

UTILITIES NEED MARKETING MATERIALS

- Almost all utilities indicated a need for marketing materials
- Don't wait! Get the Commercial Marketing Toolkit on bpa.gov!
- The BPA marketing team can customize materials for any utility

The screenshot shows the BPA website's Commercial Marketing Toolkit page. The header includes the BPA logo and navigation links: About | Careers | Contact | Investors | bpa.gov. The main navigation bar contains: Policy & Reporting, EE Sectors, Technology & Innovation, Utility Resources, and News & Events. The page title is "Commercial Marketing Toolkit".

Marketing Resources

- Reports, Publications, and Research
- Utility Toolkit

Commercial Marketing Toolkit

To help utilities and their trade allies reach out to customers, BPA has created a suite of marketing materials to promote Commercial energy efficiency upgrades.

Guided by customer input BPA has developed a number of materials including bill inserts, one sheets, advertisements, and HTML email templates that can be customized to suit a variety of needs including trade ally marketing to end users.

These materials are being provided in their source format (Adobe InDesign) so that customers can customize these tools to fit their needs. Should you need assistance with this customization, please contact your EER to request assistance in modifying these materials. Please note the images included in these source files are only available to use in the formats provided and should not be incorporated into other materials.

Commercial LED Promos

These informational materials are available for download and reference. Please click on the link and select the Save option.

Canopy Lighting

- [Canopy Lighting Promotion General Utility/Trade Ally One Sheet](#)
- [Canopy Lighting Promotion Customizable Utility/Trade Ally One Sheet Design Files](#) (Preview)
- [Canopy Lighting Promotion General End User Half Sheet](#)
- [Canopy Lighting Promotion Customizable End User Half Sheet](#) (Preview)

Parking Lot Lighting

- [Parking Lot Lighting General One Sheet](#)
- [Parking Lot Lighting Customizable One Sheet](#)
- [Parking Lot Lighting Customizable Bill Insert](#)

Restaurant Lighting

- [Restaurant Lighting General One Sheet](#)
- [Restaurant Lighting Customizable One Sheet](#)

MANY DIFFERENT PREFERENCES

transparent pipeline tool utility participation in
 the project pipeline utility pays rebates
FOCUS ON DEEMED MEASURE SAVINGS
A TURNKEY PROGRAM LIKE ESI OR ESG WORK WITH TRADESPEOPLE
 IN OUR TERRITORY **LOW COST, KNOW COST**
 Want To Run Our Commercial Program Independently **RELY**
ON THE EXPERTISE AND SUPPORT OF BPA
ENGINEERS Independent programs WANT
UTILITY-CUSTOMIZED MARKETING MATERIALS
SEM PROGRAM SUPPORT

KEY FINDINGS

The majority of utilities voiced a need for basic commercial program support

Participation and collaboration in the project life cycle is key

BPA services like NWLTAN augment utility-run programs

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

The majority of utilities voiced an interest in SEM and New Construction Projects

KEY FINDINGS, CONTINUED

Even among like groups, (i.e. SSR, Option 2, Eastside, etc.), diversity persists in the sample

Utilities are looking for more deemed measures, opportunities for more savings per site

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

Utilities want to understand the costs and benefits of the program

NEXT STEPS

- Brown Bag on conclusion and program development Summer, 2015
- Brown Bag on proposed program models Fall, 2015
- Follow along for updates and news on:
<http://www.bpa.gov/EE/Sectors/Commercial/Pages/New-Commercial-Program-Development.aspx>
- Please contact your EER or John Wilson for more information jawilson@bpa.gov

THANK YOU!