BPA Commercial Sector
Energy Efficiency

Fall 2019 Updates

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In Your EE Chees

- Trade Ally Network NW Annual Report
- Trade Ally Network NW Trade Ally List
- Implementation Manual – Commercial
- Example marketing campaign material

EE Chee credit: Mike Gross, BPA marketing team
Sector Strategy

**Evolve** with lighting. **Drive** HVAC.

**How?**

- BPA Customer Service Engineers
- Local Programs
- TRADE ALLY NETWORK NW

Building Success Together
We have saved a lot of businesses a lot of energy TOGETHER
A Little Context

- Commercial: 41%
- Industrial: 27%
- Residential: 22%
- Agriculture: 9%
- Federal: 1%
- Utility System Efficiency: 0%
- Residential: 22%
Commercial Sector Goals

- Custom: 33%
- Lighting: 49%
- HVAC/UES: 18%

Total: 41 aMW
Commercial Sector Performance

- Lighting: 49%
- Custom: 33%
- HVAC/UES: 18%

41 aMW

- Lighting: 83%
- HVAC/UES: 2%
- Custom: 15%

48 aMW
We need to go big on HVAC

2018-2019

- HVAC: 9%
- Lighting: 83%
- Other: 3%
- Refrig/Kitchen/Food: 5%

2020-2021

- Lighting: 70%
- Refrig/Kitchen/Food: 1%
- Other: 1%
- HVAC: 29%
Top 3 UES Measures = 60% of Savings; HVAC is trending upward

1. **Ductless Heat Pumps**
2. Connected Thermostats
3. Variable Frequency Drive on Air Handling Unit Fan
4. Strip Curtains for Walk-In Coolers and Freezers
5. Heat Pump Conversions
6. Advanced Rooftop Unit Control Retrofits
7. Windows for Commercial Buildings
8. Heat Pump Upgrades
9. Anti-Sweat Heater (ASH) Controls
10. Variable Refrigerant Flow (VRF) Systems

# DHP Projects

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<tr>
<th>Year</th>
<th>2016</th>
<th>2018</th>
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<td>54</td>
<td>118</td>
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What Does the Lighting Data Tell Us?

How many projects?

Where?

Relationship between measure mix, incentives, costs, savings?

What’s happening in the industry?

Image credit: Trade Ally Network NW
Research In the Queue

PTAC to PTHP

New refrigeration measures

Whole building

What else?

Selfie credit: Jamie Anthony, Commercial Tech Lead
Trade Ally Network NW
The Network is Adaptive & Market-Focused

1. **Train, educate, and engage** HVAC and lighting trade allies
2. **Support** and adapt to local program strategies
3. **Be a bridge** that serves you and your region’s contractors
Annual Report Out: Year 1 Was Big

✓ Transitioned, rebranded, launched
✓ Engaged hundreds of Trade Allies
✓ Rebooted HVAC
✓ Delivered on 66 Utility Program Plans
✓ Delivered 12 Workshops
✓ Created new marketing library
✓ Launched Online Learning Center
✓ Rolled out new trade ally & consumer campaigns
✓ Supported BPA in a big Implementation Manual update
Northwest Trade Allies: Where and when you need them

(Number of current Trade Allies)
Robust Network Still Needs to Grow: HVAC coverage in 2020

2018: 653 Allies

2019: 677 Allies
Training Remains Foundational: More e-Learning & hands-on HVAC in 2020

473 Attendees
8.68/10
Field Services:
A little bit of everything
Top HVAC Field Insights

1. **Lack of awareness** of incentives by manuf./distrib.
   - Greatest need is focused, ongoing outreach

2. **Incentives** not offered everywhere; are different
   - Regional coordination and communication

3. **It’s all about the business case:**
   - 60%+ buy standard products. <5% buy top-line equipment.
   - Deliver higher incentives and sales support; provide warm leads
Marketing is critical to building success together
1. Business community outreach event

2. Network-delivered audit blitz

3. Free energy audit report to business owner

4. Network prime and support Trade Allies in lead generation & project follow ups
The Field Team is Doing OK!
What is working?
Where do you want to see more focus?
How can we best keep you up to date?

Enhanced services:
Media toolkit?
Event support?
OK campaign?
Commercial is TOUGH

Photo credit: Steven Scott, BPA Customer Service Engineer
...but we can help local businesses thrive
Thank you!

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