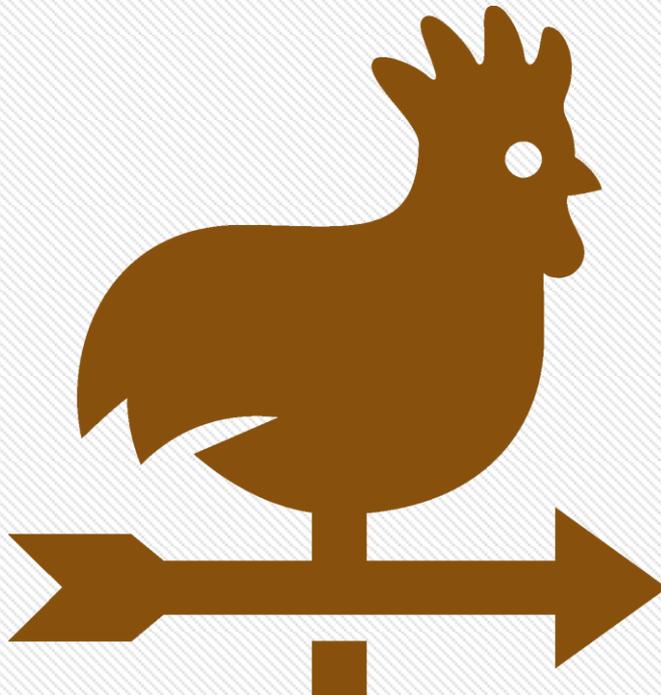


NEW COMMERCIAL PROGRAM

2016 Fall Roundtables



Bonneville
POWER ADMINISTRATION



WHY...

- 1. The Power Councils 7th Plan shows dramatic increase in achievable potential**
- 2. Historically speaking – we had strengths and gaps...**
 - **Strong lighting**
 - **Strong refrigeration / grocery**
 - **Still lots of gaps...**
- 1. Utilities are eager to provide value to their commercial sector customers**



FOLLOWING THE PROCESS

1. Post 2011 Process for new program development
2. Utility involvement and feedback throughout the concept and design phases.
3. Down side is that process slows everything down...
4. Upside is EVERYTHING ELSE
 - Better engagement with customers
 - More strategic program design
 - Optimized roles defined for utilities and BPA
 - Utility concerns are heard upfront and addressed up front



QUICK RECAP...

- 1. Fall 2015 BPA presented program concept**
- 2. Summer 2016 BPA presented final program design**
- 3. Summer 2016 public comment period**
 - Vast majority of comments were supportive and constructive**
 - No major concerns or pushback**
- 4. Fall 2016 Complete program Scope of Work / Issue Request for Proposals**



GOAL FOR TODAY



- 1. Give update on Program Design**
- 2. Outline key program components**
- 3. Collect Utility Feedback**
- 4. Review Timeline**

REAL VALUE

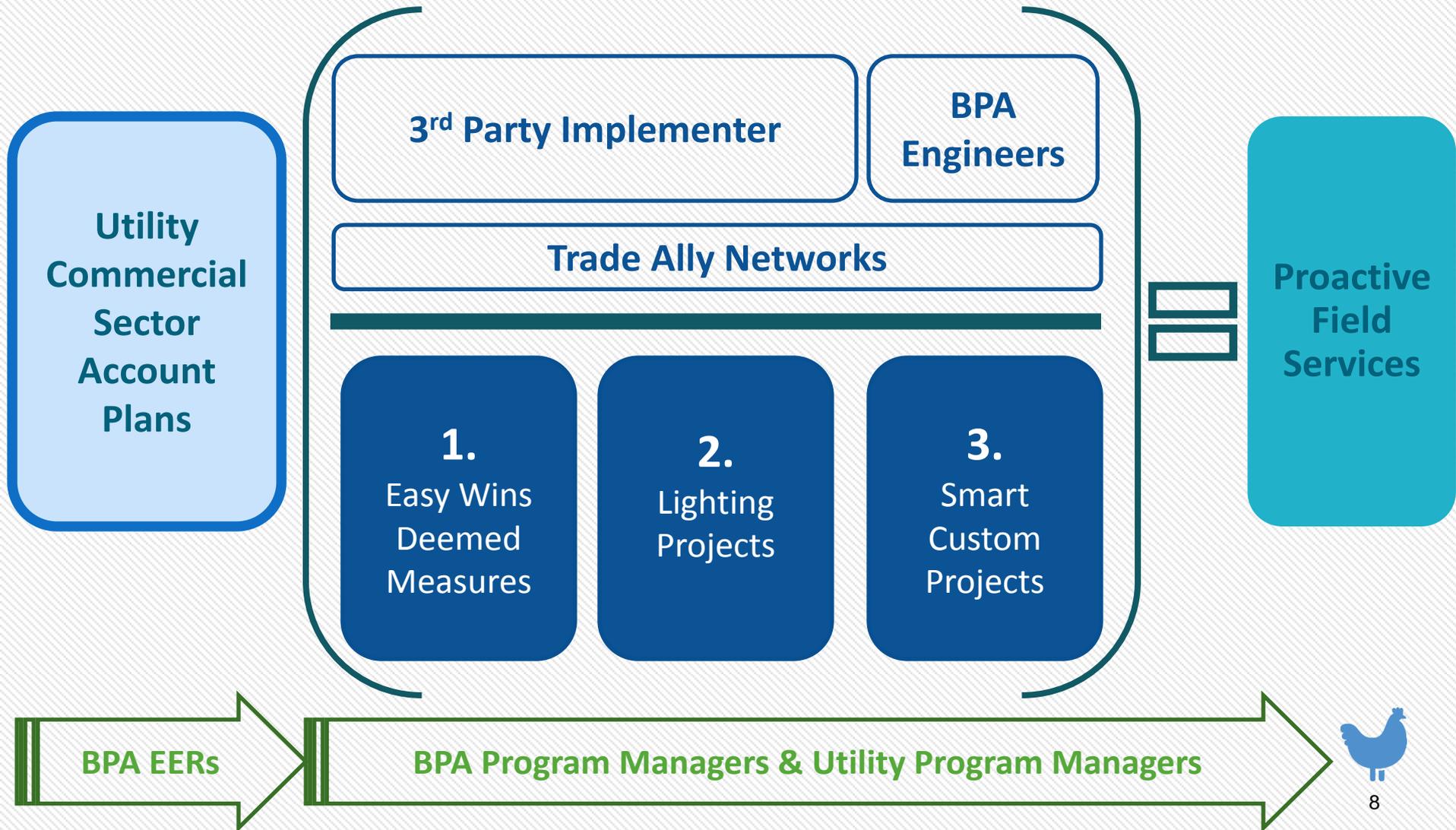
1. Proactive Field Services driven by utility account plans

- Utility account plans direct program activity
- Proactive field services make things happen

2. Strategic Energy Management (SEM) for large commercial customers

- Large key account commercial customers are engaged in a new and meaningful way

FIELD SERVICES & THE 75-25 RULE



TRADE ALLY NETWORK ENGAGEMENT



**Trade Ally Networks will play a
direct and integral role to
proactive field services**

UTILITY ACCOUNT PLAN



Bigger Picture

Identify potential customers for engagement:

- key account (ex. X6)
- top users (ex. Top 25)
- Mom and pop (ex. 20)

Budget considerations...

Preferred

FIELD SERVICE PLAN

1 Year Focus

Specific Actionable Goals:

- key account (engage 1)
- top users (engage 10)
- Mom and pop (engage 5)

Operate within utility budget & track

Observe



FIELD SERVICES & THE 3RD PARTY IMPLEMENTER

- **The face of program implementation**
- **Primary objective is to execute field service plans**
- **Tracks all project opportunities to completion**
- **Ensures project status is accurate in project tracking**



BPA ENGINEERS

- **Continue to provide sector support**
- **Direct support to large, complex, key account custom projects**
- **Direct support in reviewing Custom Project Proposals and Completion Reports**



BPA PROGRAM MANAGERS

Key Performance Indicators

Leading Indicator Examples: (quantitative)

- **Q1 Performance on field service plans**
- **Q2 Performance on field service plans**
- **And so on...**

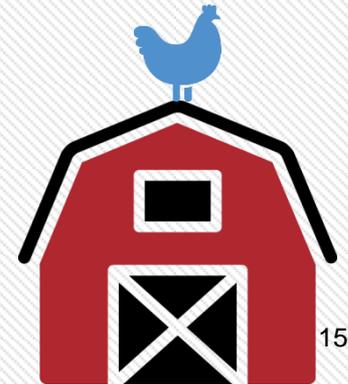
Program Policy Examples: (qualitative)

- **Following utility communication protocol?**
- **Updating Project Tracking Tool**



PROJECT TRACKING TOOL

- **Leverage Energy Smart Industrial HUB tool**
- **Accessible by: Utilities / EERs / BPA PMs**
- **Updated by 3rd Party Implementer**
- **Primary function**
 - Track project status
 - Identify key contacts
 - Identify next steps
 - Track estimated completion date



STRATEGIC ENERGY MANAGEMENT

- **Large Commercial Enterprises:**
Hospitals, college campus, school district, municipal buildings
- **Lots of flavors of SEM : all trying to do the same thing...**
- **SEM provides multiple value streams to everyone involved...**
 - Customers understand their energy use
 - Customers benefit from O&M savings
 - Customers identify and prioritize capital projects
 - Utilities get to claim the savings
 - Utilities have new value add to key customers



STRATEGIC ENERGY MANAGEMENT



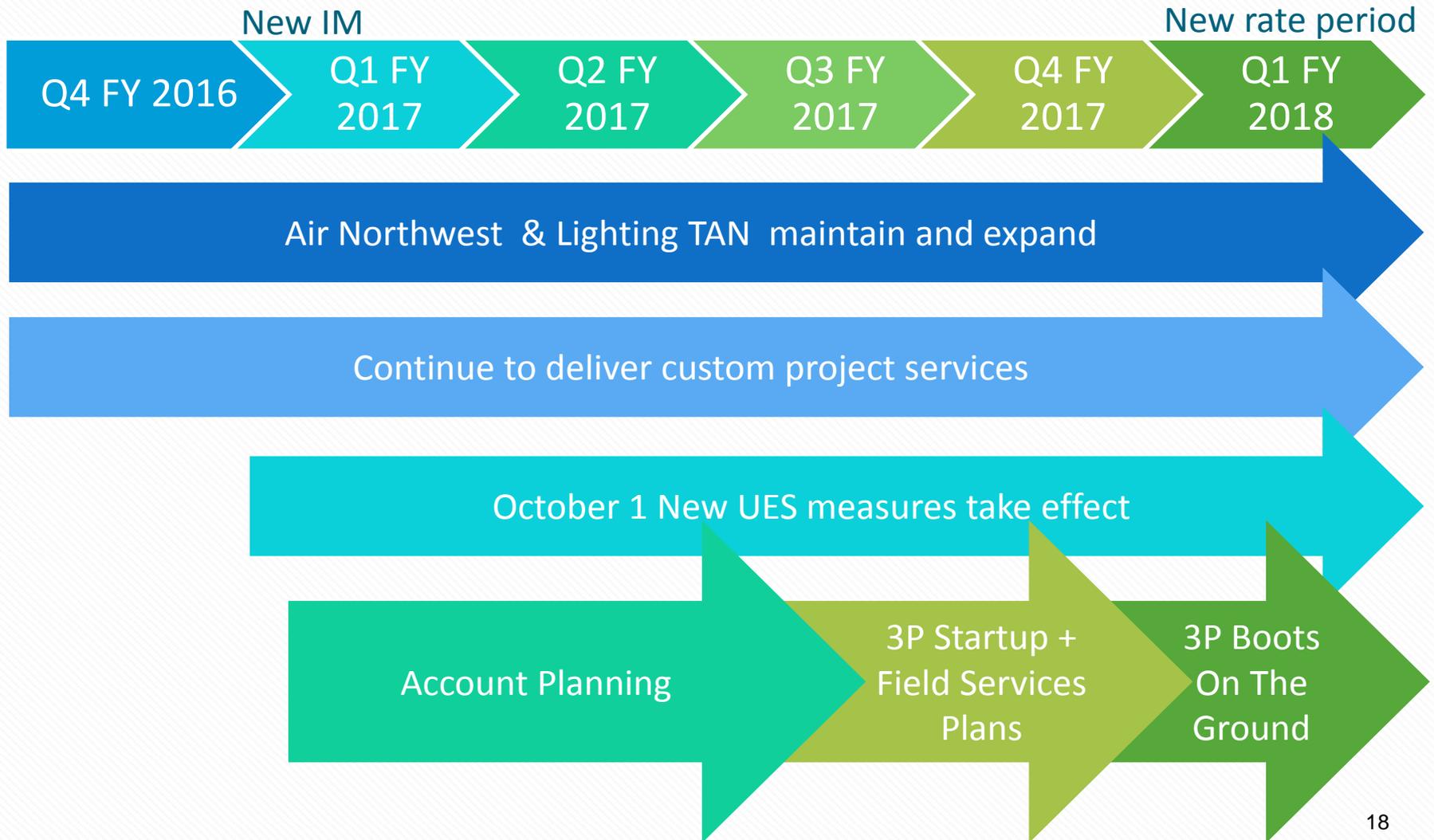
Four primary objectives for commercial SEM:

1. Establish savings guidelines (in alignment with the Industrial Sector) which allow all types of SEM activity to be supported reported to BPA

Example - ESCO / Pay for performance - Resource Conservation Manager - Industry Cohorts would all qualify

2. Support a SEM cohort for Tacoma, Seattle, and SnoPUD.
3. Support SEM opportunities where they exist for

Timeline





BIG PICTURE... WHAT'S MISSING...



Looking out 2+ years the commercial sector needs to develop strategic midstream program offerings:

- **Engine Block Heaters**
- **Strategic HVAC**
- **Strategic Lighting**

This will help bring acquisition cost down and will allow sustained field service programs

2021

