

**It all counts:  
capturing all energy efficiency**

**Carrie Cobb  
BPA  
October 2014**

**what it is**

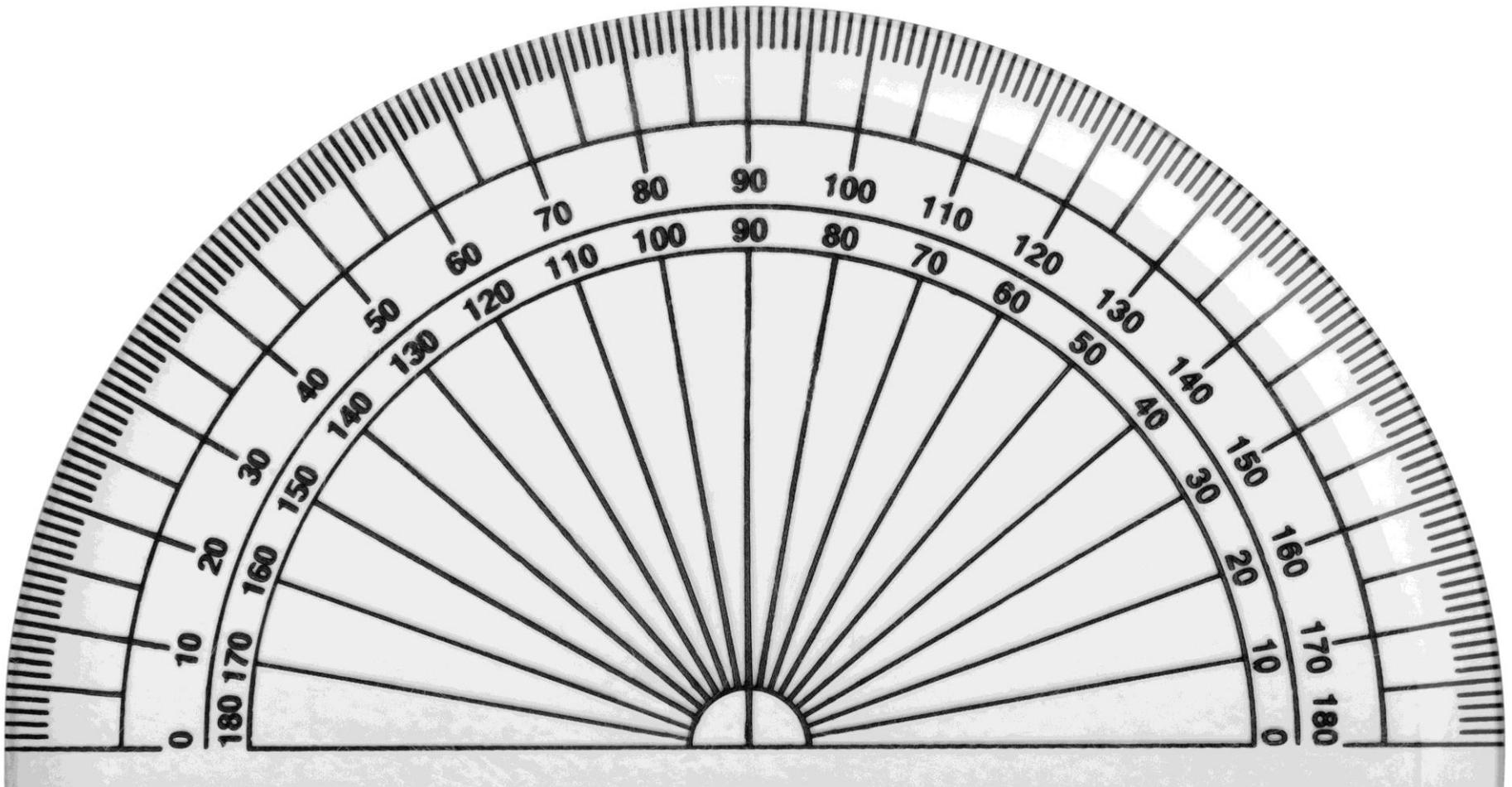


**the goal is to  
increase the energy  
efficiency resource**

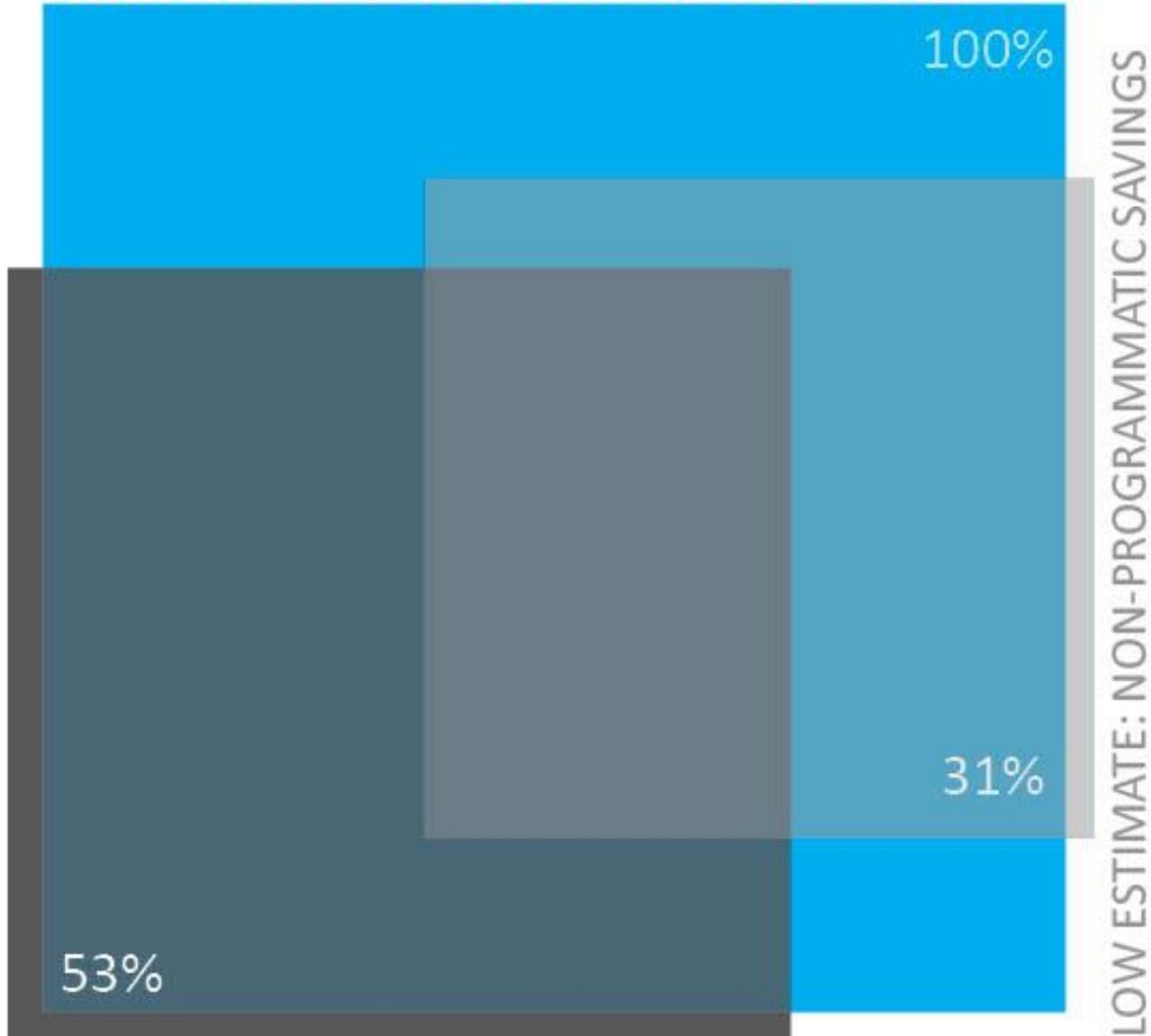
markets change over time



**we measure that change**



# NORTHWEST ENERGY EFFICIENCY TARGET



HIGH ESTIMATE: NON-PROGRAMMATIC SAVINGS

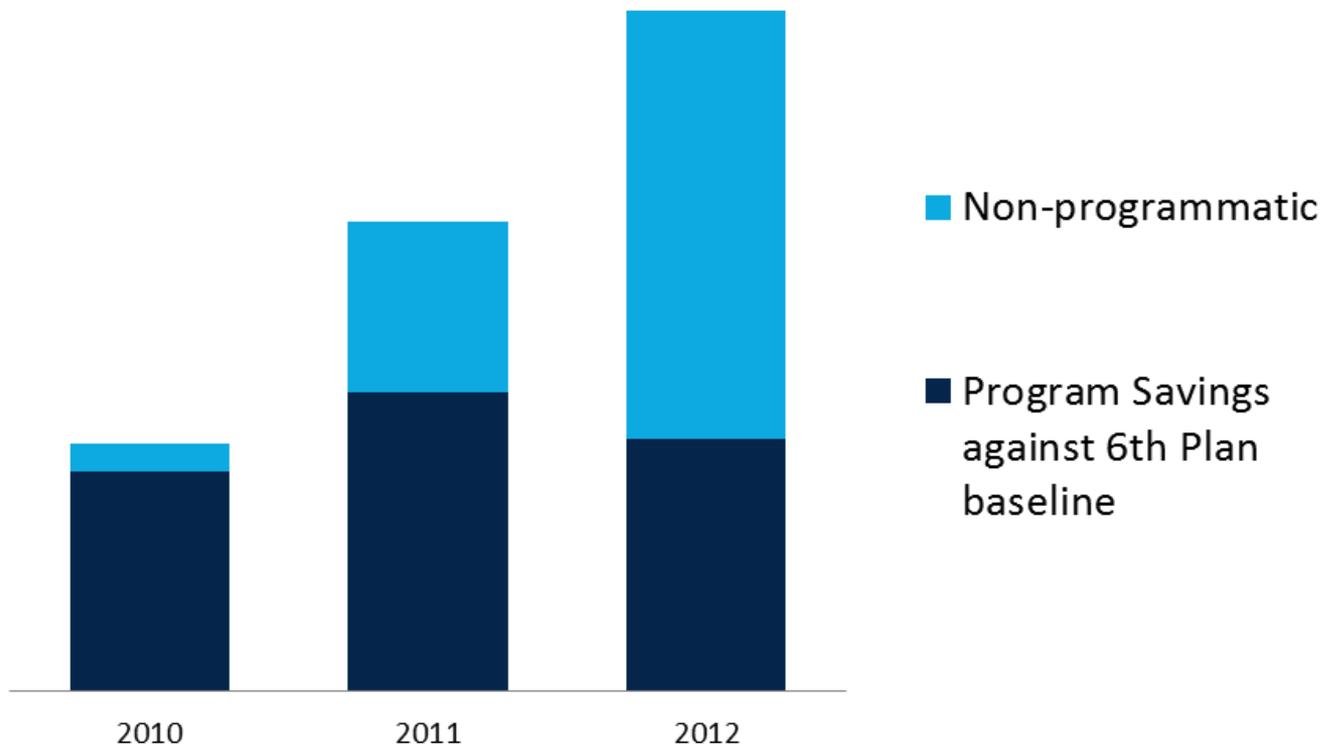
**2010-2015 actuals to date:**

120 aMW

**2010-2015 projections:**

75 to 286 aMW

# Northwest regional non-residential lighting energy savings, in aMW



against the 6<sup>th</sup> Plan baseline:  
**45%** of savings outside of programs

**Sales & Stock Data  
is used to determine  
Total EE Market**

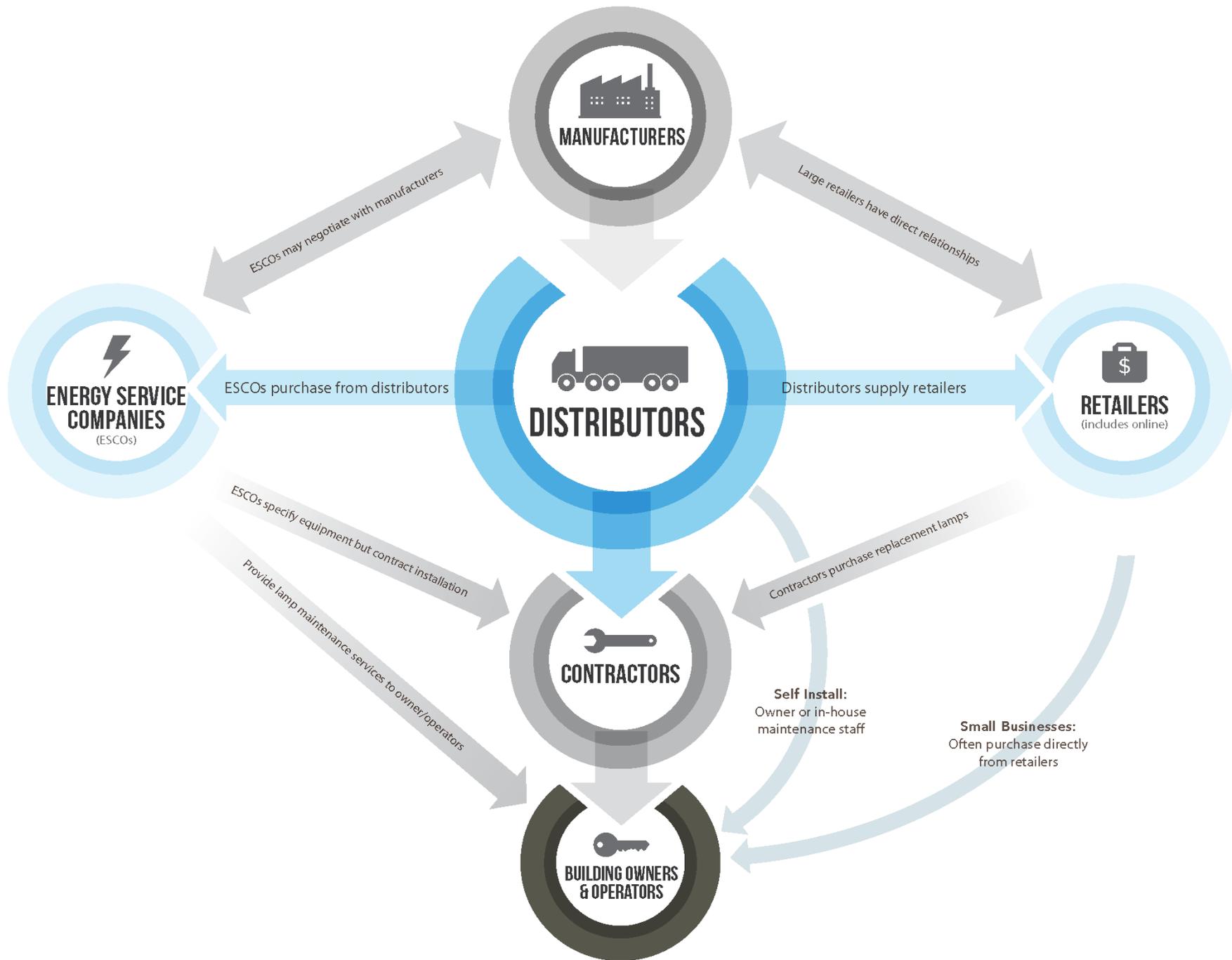


**Programmatic is  
subtracted from  
Total EE Market**



**Only  
Non-Programmatic  
is remaining**





**they are real**



**they are above the  
baseline**



**they are not purchased  
by utilities**



**What used to cost**



**now costs**



# PELIGRO

1. Non-programmatic performance measures have lower savings...perhaps much lower.
2. In programs, we invest in the best stuff –but we also want to know what savings we are getting from things that aren't quite as good.
3. Rigorous analysis to true-up the resource and avoid double-counting is imperative.

**what's next**

increase in  
robustness



more  
breakthroughs



more Buzzzzzz



actionable market  
intelligence



# markets to research



**Weatherization**



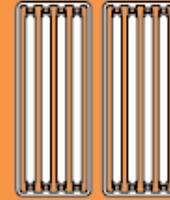
**Consumer  
Electronics**



**Agriculture**



**Residential  
Lighting**



**Non-Residential  
Lighting**



**HVAC**