



Regional Collaboration in the Pacific NW

BPA Utility Summit
May 8, 2012





Regional Collaboration in the Pacific NW

Presented by:

Allie Robbins, Commercial & Acting Federal Sector Lead
BPA Energy Efficiency



Regional Collaboration

- What works in collaborations?
- What can derail collaborations?
- Regional collaboration case studies:
 - NW Lighting Trade Ally Network
 - Commercial New Construction Working Group
 - NEEA Commercial Advisory Committee

What works in collaborations?

- Consistency
- Transparency
 - Goals
 - Planning
 - Priority-setting
- Collaborative goal-setting
- Shared/common goals
- Clarity of roles and expectations

What can derail a collaboration?

- Overly self-interested leadership
- Shifting goals or direction without buy-in
- Key collaborators not invited or engaged
- Lack of follow-up on key issues and group decisions.

NW Lighting Trade Ally Network



- BPA-supported network of Lighting contractors, distributors, and manufacturers across the region
- Aligns with similar efforts by NW IOUs
- Launched by BPA
- Goals:
 - Support non-residential lighting program participation by connecting trade allies with utility programs
 - Provide region-wide training for trade allies
 - Engage utilities across the region to learn and share

NW Lighting Trade Ally Network

- Why does it work?
 - Shared regional goals
 - Leads to shared financial savings
 - Market demand for regional collaboration and program support
- How is it evolving?
 - Engages numerous utilities throughout the region
 - NEEA engagement brings other regional utilities to the table
 - Increased focus on face-to-face utility collaboration with summits
 - Shifting focus upstream to distributors

Commercial New Construction Regional Working Group

- Large public utilities, Investor-owned utilities, NEEA, and other stakeholders
 - Program managers
 - Engineers
- Quarterly meetings
- Convened by BPA in 2006
- Goal:
 - Regional program consistency
 - Shared learning from new construction programs

Commercial New Construction Regional Working Group

- What works?
 - Sharing and learning to improve programs
 - Bringing in outside perspectives to infuse new ideas
 - Member commitments to actively participate
- What are the challenges?
 - Keeping it fresh over 6 years
 - Defining shared goals and outcomes
 - Engaging remote attendees

Other regional collaborations

- NW Federal Energy Managers Symposium
- NEEA Commercial Advisory Board
- BPA Emerging Technology Advisory Boards
 - Energy Management
 - Lighting





Energy Smart Industrial: Collaboration for Success in Industrial Energy Savings

Presented by:

Jennifer Eskil, Industrial/Agricultural Sector Lead
BPA Energy Efficiency



The Great Regional Success Story

Industrial Targets and Achievements

Fiscal Year	Target (aMW)	Total Achieved (aMW)
2007	10.0	7.0
2008	10.0	7.0
2009	10.0	9.6
2010	13.0	13.53
2011	17.5	28.94
2012	7.0	Projected: 14.0
2013	7.0	Projected: 18.0
2014	8.0	Not available

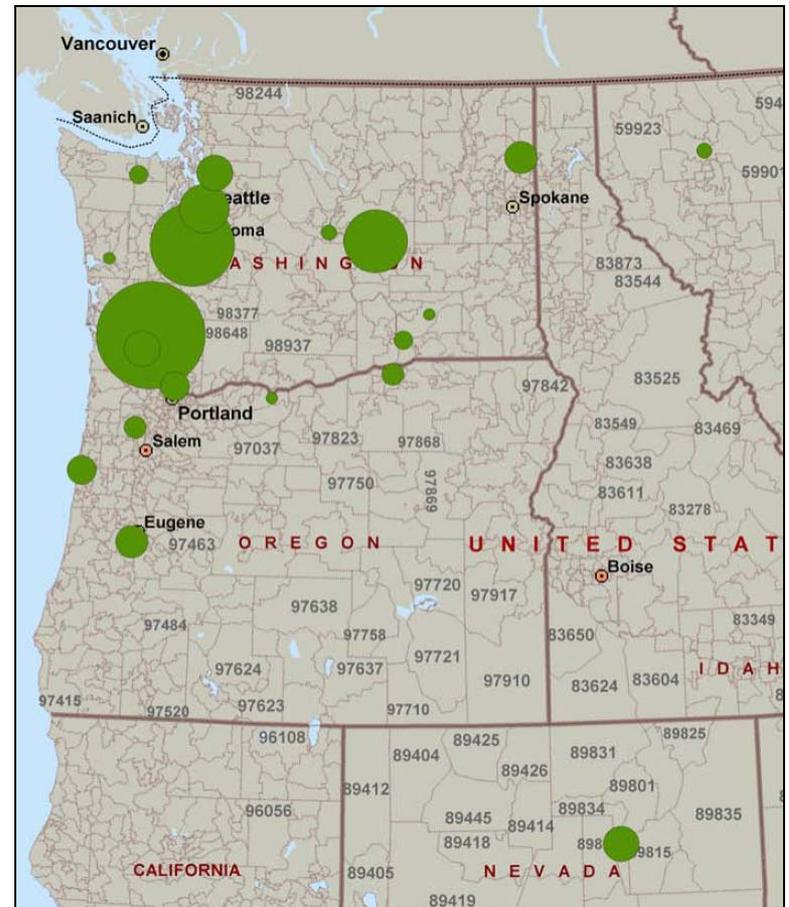
Historical Background

Hurdles We Faced...

- Industrial conservation targets were not met.
- BPA management of project pipeline.
- BPA processes/accountability and dedicated roles.
- BPA marketing and standardization.
- Time – only had four months to design new program.
- Program had to overlay with agency rate case and Post-2011 decisions.

Additional Hurdles...Faced

- 80% of regional Industrial load in top 20 utilities' service territories.
- Large, diverse region.
- Widely varying utility sizes, EE maturity, and needs.
- Some caution around a new 'program'



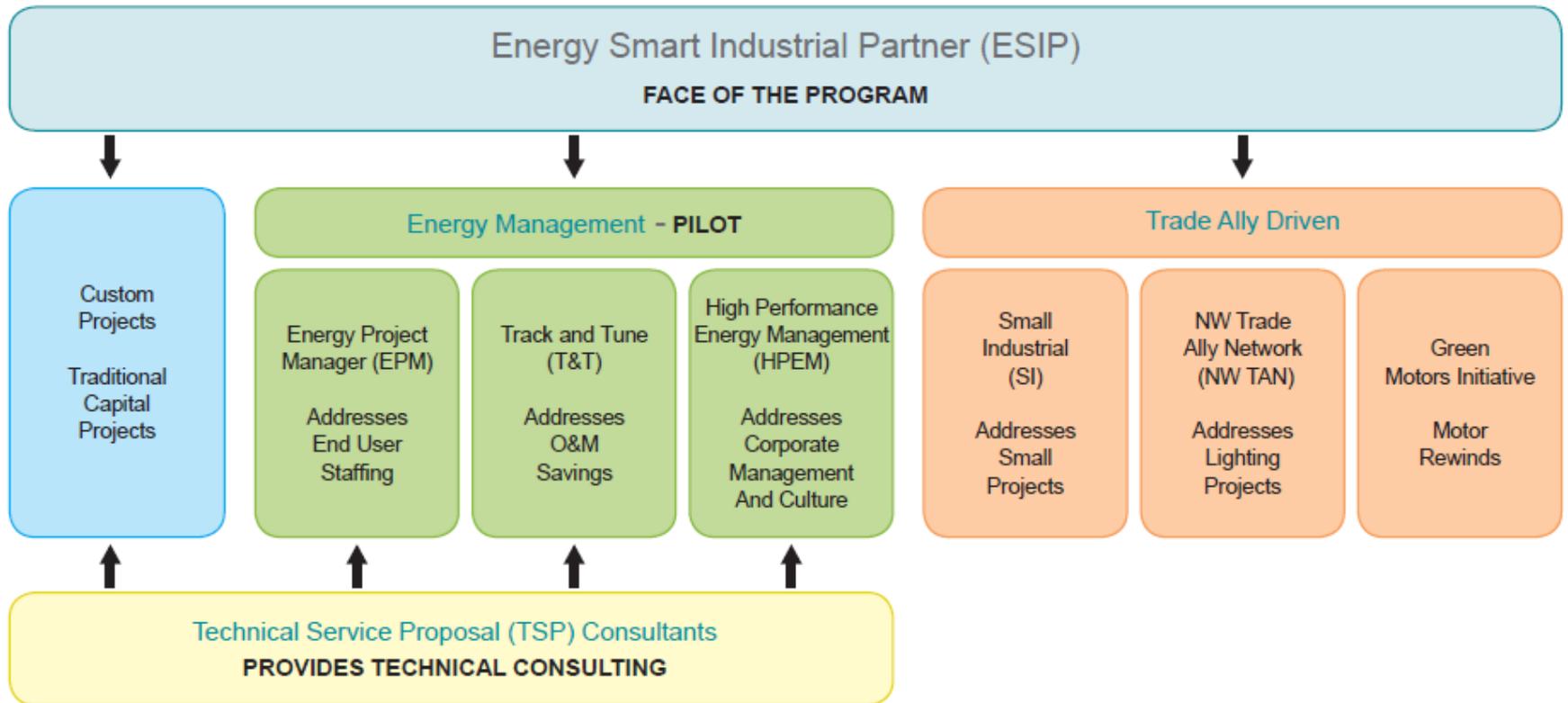
Elements that Made it Work

- Established the Energy Smart Industrial (ESI) Utility Focus Group (UFG).
 - BPA shared program development in real-time to UFG
 - UFG members provided feedback and input
 - Advised on processes
- Designed/implemented flexible, regional program.
- Established the rule to work through utility (not around).
- Boots on the ground make for strong relationships.
- Be responsive to end user needs.

Approach to Market

- Over 20 initial in-person visits to utilities by BPA and Program Partner providing ESI Program overview.
- Rapid response to initial program information and designating single point-of-contact (Energy Smart Industrial Partner = 'ESIP') to enrolled utilities.
- ESI program components designed and available for a broad range of needs, and fits any sized utility, end user, and project.
- Close collaboration and communication with utilities on Energy Management pilot component outreach.

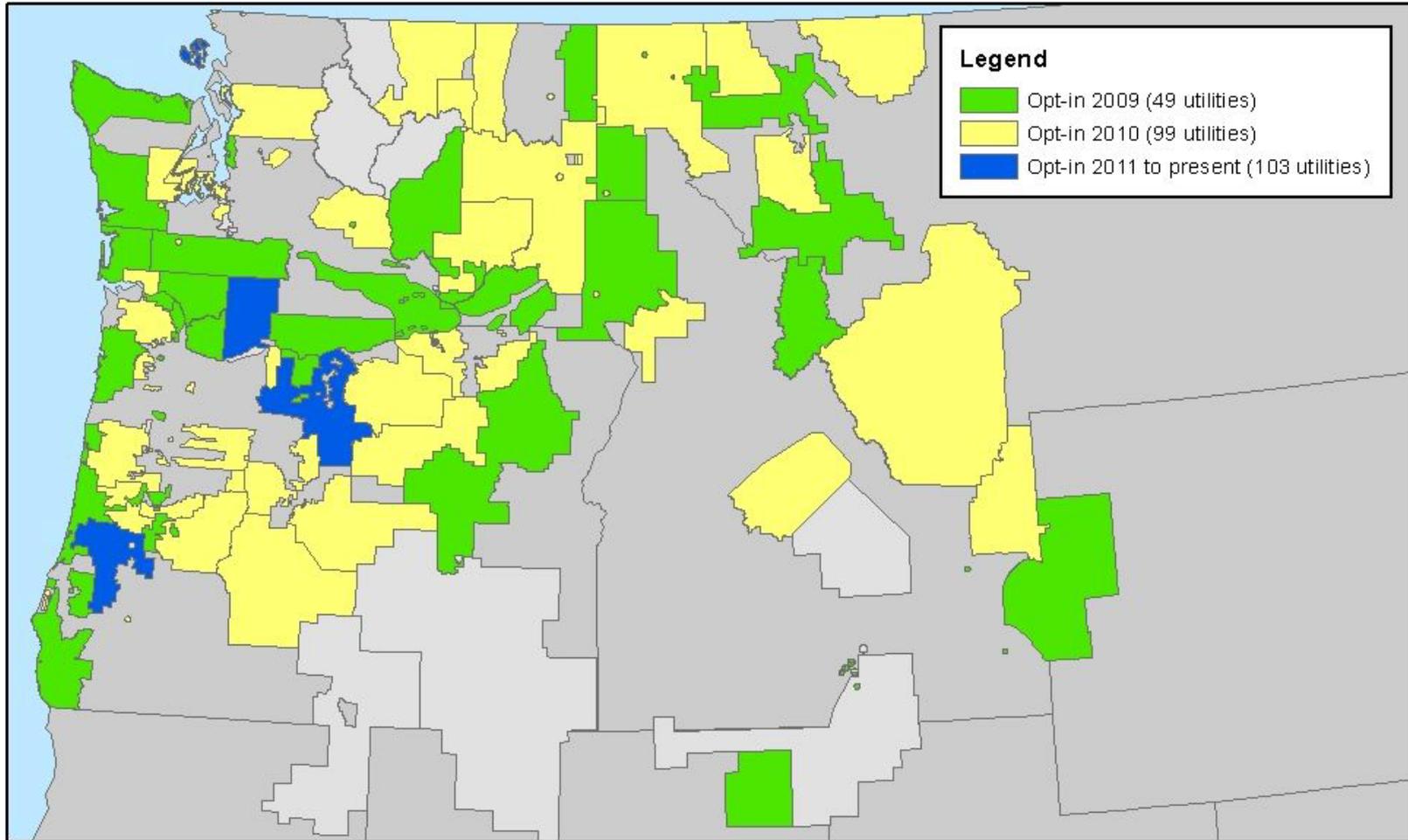
ESI Program Components



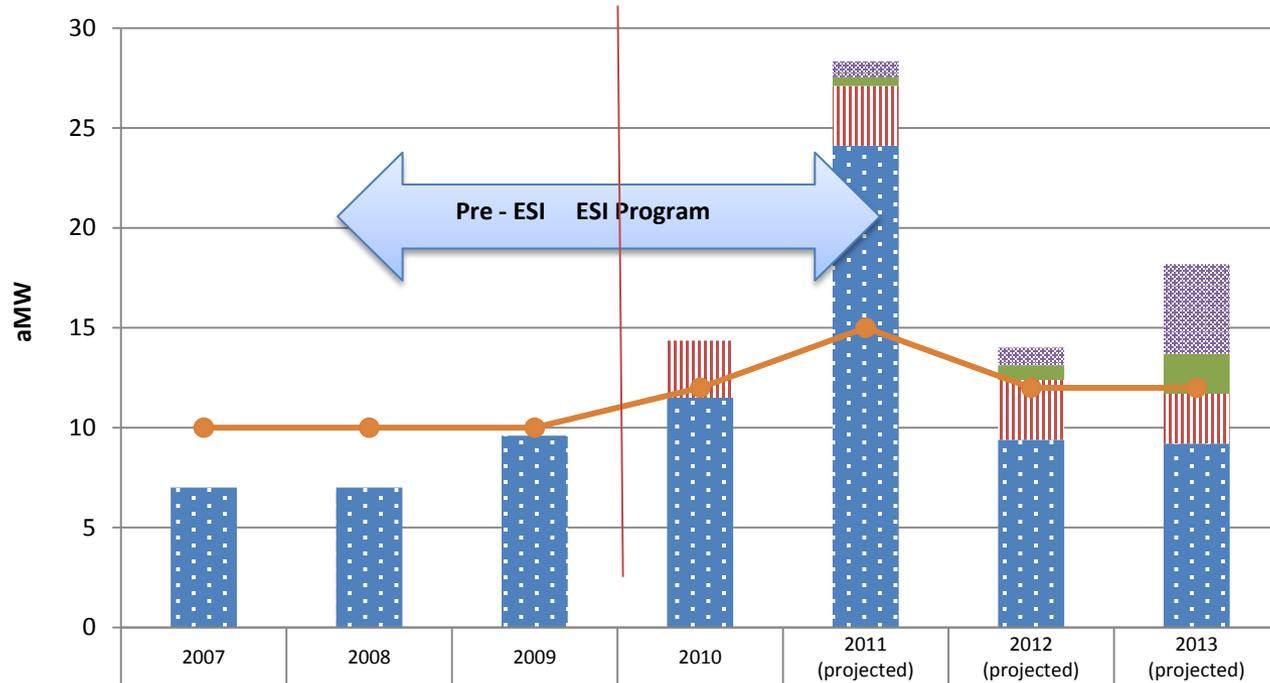
Collaboration, Does it Work?

Yes!

ESI Program Opt-in Progression



ESI Program – The Results



	2007	2008	2009	2010	2011 (projected)	2012 (projected)	2013 (projected)
HPEM (aMW)	0	0	0	0	0.8	0.88	4.49
Track & Tune (aMW)	0	0	0	0	0.43	0.74	2
Deemed Lighting (aMW)	0	0	0	2.86	3	3	2.5
Custom Projects (aMW)	7	7	9.6	11.5	24.11	9.39	9.2
Goal (aMW)	10	10	10	12	15	12	12
Total Savings	7	7	9.6	14.36	28.34	14.01	18.19

The Vision Going Forward

- ESI program **must** be viewed as complete package for utility to select components that work for them.
- Relationships are critical (i.e., communication / trust / accountability)
- Continued close collaboration between ESI, utilities and end users:
 - Routine dialog and information provided on project and EEI forecasts for all program components.
 - Review and management of IM changes into the market.
 - Discussion and consideration on new, more efficient approaches
- Continued, valuable input from utilities to BPA on program improvement needs.

Industrial/Ag BPA Collaborations

- Ag Efficiency Resource Conservation and Development (RC&D) Program
- American Council for an Energy-Efficiency Economy (ACEEE)
- Assn. of Clean Water Agencies (ACWA)
- Centre for Energy Advancement of Technical Innovations, (CEATI) International Inc.
- Commercial & Industrial Trade Ally Network (C&I TAN)
- Compressed Air Calculator
- Consortium for Energy Efficiency (CEE)
- Green Motors Program
- ISO50001 Technical Committee #257
- Northwest Energy Efficiency Alliance (NEEA) Advisory Board Committee
- Northwest Industrial EE Summit
- Oregon and Washington Industrial Energy Leader's Awards
- U.S. Dept of Energy – Superior Energy Performance (US DOE-SEP)
- Washington Pulp & Paper Foundation (WPPF)



Regional Collaboration in the Pacific NW

Residential Case Studies

Presented by:

Sarah F. Moore, Residential Sector Lead
BPA Energy Efficiency



Regional Collaboration

- What works in collaborations?
- What can derail collaborations?
- Regional collaboration case studies:
 - Regional Retail Program Partners
 - NW Ductless Heat Pump pilot
 - Heat Pump Water Heaters
 - Upcoming opportunities

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Case Study: Regional Retail Partners

- What is it?
 - Member-driven coordination, shared research goals
- Keys to success
 - Consistent meetings, transparency, shared goals, equally weighted membership, reasonable but meaningful progress
 - Pilot benefits: POS model, Market Lift model
 - Data sharing: LED measure/program development
- Challenges
 - Competing opportunities
 - Collaboration opportunities are expanding
 - Need to maintain doable goal-setting

Case Study: NW Ductless Heat Pump pilot

- What is it?
 - Initial emerging technology pilot turned regional infrastructure
- Keys to success
 - Evaluation Subcommittee provided clear framework
 - Key collaborators were included in planning phase
 - Clear goals for 2009-2010 pilot year
 - Clear roles and expectations
 - Provided easy ways for utilities/BPA to supplement NEEA's work
- Challenges
 - New technology opportunities to be addressed
 - Expectations / future direction unclear
 - Communication channels are getting busy

Case Study: Heat Pump Water Heaters

- What is it?
 - Initial emerging technology pilot turning regional infrastructure
- Keys to success
 - Key stakeholders included in Emerging Technology Scoping
 - Clearly defined research paths for Tier 1 and Tier 2
 - Clear roles and expectations
- Challenges
 - Timelines slightly out of sync
 - Expectations and responsibilities not always clear
 - Upstream/downstream funding pools less clear

Upcoming opportunities

- Ground source heat pumps
 - BPA qualified measure to capture more detail & data on open loop systems
 - Data gathering – utilities and GSHP installers
 - BPA engineering and planning support
- Residential weatherization specification update
 - BPA's plans for utility engagement
 - Opportunities to beta-test contractor support materials

Other regional collaborations

- NEEA Residential Advisory Committee
 - Efficient homes strategy
 - Energy Forward (consumer electronics)
 - NEEA’s emerging technology team

- West Coast Utility Collaboration

- BPA Emerging Technology Advisory Boards
 - Ductless heat pumps, expanding applications
 - Variable speed heat pumps
 - High efficiency windows
 - Behavioral program development



Contacts

For more information, contact:

Sarah F. Moore
Residential Sector Lead
sfmoore@bpa.gov
(503) 230-4157

Allie Robbins
Commercial & Acting Federal Sector lead
arobbins@bpa.gov
(503) 230-5871

Jennifer Eskill
Industrial/Agricultural Sector Lead
jleskil@bpa.gov
(509) 527-6232