THE FUTURE LOOKS BRIGHT

Planning for the future of energy efficiency

PRESENTERS
Allie Robbins Mace, Commercial Sector Lead, BPA
Sarah F. Moore, Residential Sector Lead, BPA
Carrie Cobb, project manager, BPA
Objectives

- Understand context/process
- Know what to expect on the questionnaire
- Understand the concepts in the questionnaire
Overview
BAKING THE CAKE

- Pick a cake
- Select Recipe
- Buy supplies
- Bake!
- Eat!

Utility input and engagement will continue past this project’s final recommendations.

This project ends here.

You are here.
This project is foundational planning:

• What program models provide opportunity?
• What type of infrastructure offerings and non-traditional program support should we explore?

And get input on questions like:

• What types of program, models and measures are most valuable to utilities?

This project won’t:

• Decide the next BPA programs
• Be the end of utility engagement
TO DATE

1. Interviewed Regional and National energy efficiency Experts

2. Undertook an extensive Literature Review

3. Held a utility Brainstorming
TONS OF IDEAS GENERATED

- Program Ideas
- New Opportunities
- Challenges and Barriers
- Policy Input
- Research input
WHERE ARE THE IDEAS GOING?

awesome idea!

- policy
- emerging technology
- demand response
- programs

BPA management

E3T/ engineering/ groups

smart grid group & BPA management

questionnaire & programs
Utility Questionnaire
PURPOSE

- To rank and prioritize different models and program opportunities identified in research
- To understand utility priorities and needs for program infrastructure support
- Questionnaire is 20 minutes and tightly scoped
OPPORTUNITIES ABOUND

- BPA could provide niche offerings for sectors, or large 3rd Party Support
- New models and ways of reaching the customer open for exploration
- An offering can include multiple elements to pick and choose from
SOME DEFINITIONS

- Market Actor: a **partner** in delivering energy efficiency programs (e.g., Lighting Trade Ally Network)
- Delivery Model: a **method** for delivering a measure (e.g., direct install, upstream)
- Audience: the **end-users** that are targeted by your program in order to provide them with energy efficiency measures
- Measure: the energy efficient **technology** delivered through a program to the end-user
DIRECT INSTALL
HOME ENERGY AUDITS
THIRD PARTY REBATE PROCESSOR
BEHAVIOR BASED
Customer engagement

Performance-based incentive

Relationship Building

Direct Install – Instant buy-down

Midstream incentives

Upstream influence
PAY-FOR-PERFORMANCE

kWh=$
Strategic energy management

Resource Conservation Manager

Low-cost for small-medium customers

Monitoring-based commissioning
ENERGY SMART COMMERCIAL
NEXT STEPS

- Questionnaire will arrive JUNE 24 2013
- Two options:
  - One response for utility
  - Multiple responses for utility (analysis will weight to one)