NEW COMMERCIAL BROWN BAG

Building a Concept for a New Commercial Program
November 24, 2015
# NEW PROGRAM DEVELOPMENT TIMELINE

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<th>Phase</th>
<th>Best Case Completion</th>
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(18 months) (27 months)

Factors impacting the timeline:
- Internal and utility alignment
- EE resources available to focus on this project
- Supply Chain availability (if required)
WHAT’S IN A STRAWMAN?

• Key findings from utility assessment process

• Lessons learned from Energy Smart Grocer & Energy Smart Industrial

• Feedback from Utility Roundtables

• Commercial program support and savings opportunities
KEY FINDINGS FROM UTILITY ASSESSMENTS

Participation and collaboration in the project life cycle is key including the ability to track activity in progress.

The majority of utilities are satisfied with turn-key programs like ESG and ESI.

Utilities with limited staff rely on the support of BPA engineers and turnkey programs.

The majority of utilities voiced a need for basic commercial program support & want more savings opportunities per site.

Utilities have diverse needs in the commercial sector- but the majority of utilities support pro-active site engagement.

Utilities want to understand total program delivery cost and want to ensure they are receiving proportional value.
THE COLUMNS OF THE NEW COMMERCIAL PROGRAM

PROACTIVE UTILITY SERVICE AND SUPPORT

- Energy Efficiency Reps
- Commercial Sector Utility Account Plan
- Field Analyst
- BPA Engineering
- Project Management Tool
- Marketing
- Trade Allies
THE COLUMNS OF THE NEW COMMERCIAL PROGRAM

COMPREHENSIVE ENERGY SAVINGS

Unit Energy Savings Measures
Lighting
Custom Projects
Energy Management
Midstream
WHAT COLUMNS ARE NOT IN PLACE?
(OR NEED ADDITIONAL SUPPORT)

PROACTIVE UTILITY SERVICE AND SUPPORT

COMPREHENSIVE ENERGY SAVINGS

EERs
Commercial Sector Utility Account Plan
Field Analyst
BPA Engineering
Project Management Tool
Marketing
Trade Allies
UES Measures
Lighting
Custom Projects
Energy Management
Midstream
PROACTIVE UTILITY SERVICE AND SUPPORT

- Energy Efficiency Reps
- Commercial Program Field Analyst
- Commercial Project Management Tool
- Marketing Support
- Trade Ally Network
- Engineering
Energy Efficiency Reps will help drive effort in ‘16 to develop Commercial Sector Utility Account Plans that will:

- Work with utility budget and identify Commercial goals
- Assess opportunities in the short and long term
- Increase customer awareness of Commercial offerings
PROACTIVE UTILITY SERVICE AND SUPPORT

- **Similar** to role of ESIPs and ESG Field Energy Analyst
- Work from Commercial Sector Utility Account Plan to engage customer
- Engage targeted customers
  - Identify easy win UES measures
  - Identify lighting opportunities
  - Identify trade allies
- If potential for custom project, bring in engineer
- Working from Utility Account Plan- see all opportunities through- and report progress into project tracking system
1. Understands Utility Needs & BPA Program Resources
2. Helps develop commercial sector utility account plan
3. Introduction to Field Analyst – (focus on communication protocol)
4. Develops Utility Customer Engagement Plan
5. Engages Utility Customers (inform to invest)
6. Engineering Support (if necessary)
7. Site Savings Opportunities (option to pursue custom projects)
8. Engineering Support (if necessary)
9. Installation
10. M&V (if necessary)
12. Helps with feedback loop and utility satisfaction

Energy Efficiency Reps
Field Analysts
BPA Engineers
Trade Ally
Utility
COMMERCIAL SECTOR UTILITY ACCOUNT PLAN & PROACTIVE FIELD ENGAGEMENT

1. Easy Wins UES Measures
2. Lighting Potential
3. Custom Project Potential

CUSTOMERS ENTER UTILITY EE PROJECT PIPELINE
REGIONAL EQUITY & PROGRAM SUPPORT STRUCTURE

• Use TOCA as basis for determining approximate level of pro-active engagement

  – Hypothetical example:
    • ~ Five categories of utility size
    • Size determines number of proactive customer site visits
    • Balance between many simple projects, and/or fewer complicated projects
Utilities want access and insight to:
- Project Status
- Projected completion date
- Budget Implications
- Commercial Sector Utility Account Plan progress

Similar to Energy Smart Industrial & Energy Smart Grocer capabilities
COMPREHENSIVE ENERGY SAVINGS: EXPANDING OFFERINGS

- **Energy Management**: Pilot in FY16
- **Midstream**: Ductless Heat Pump Midstream Pilot in FY17
- **New and Improved UES Measures**: e.g. Compressed air
WHAT’S IT GOING TO COST?

• Potential Program Cost Drivers
  – Final program design
  – Utility uptake / participation

• Existing Program Cost Data
  – Energy Smart Grocer
  – Energy Smart Industrial

• Program Design Phase will include savings and cost projections
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### Opportunity for Public Comment

- From Utilities & Regional Stakeholders on Program Concept Design
- From Utilities & Stakeholders on Program Development
QUESTIONS?

THANK YOU!

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