

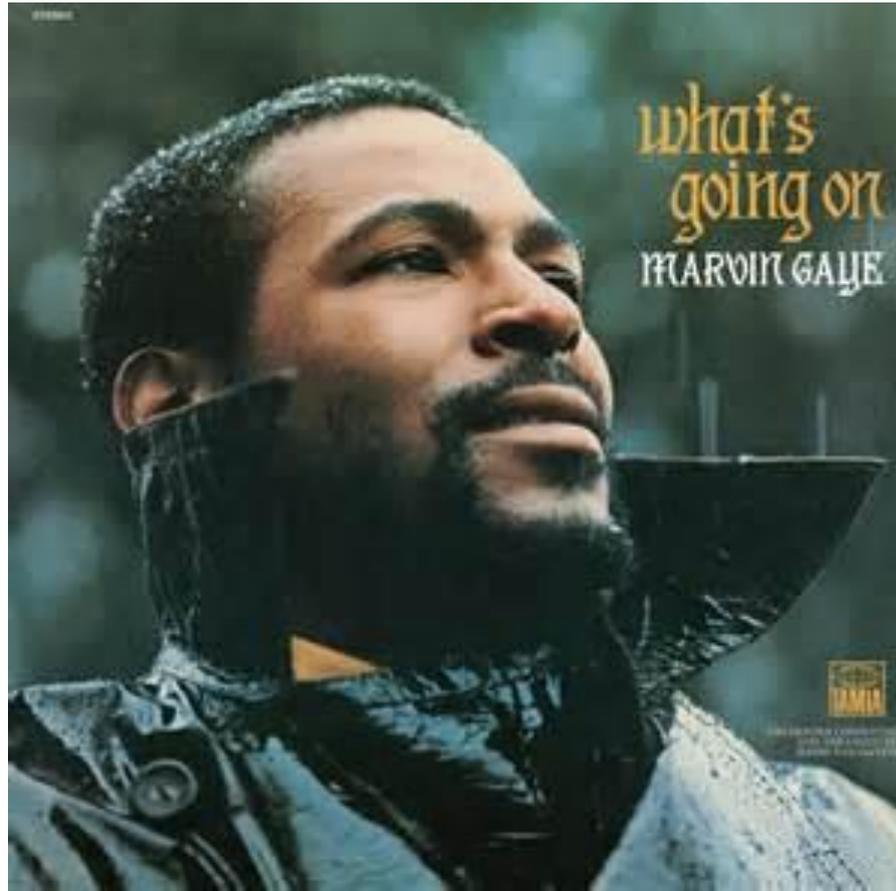
NEW
COMMERCIAL
PROGRAM
DEVELOPMENT



UTILITY BROWN BAG, MARCH 11, 2015



WHAT'S GOING ON WITH THE COMMERCIAL PROGRAM?



ESG WINDING DOWN SEPTEMBER 2015

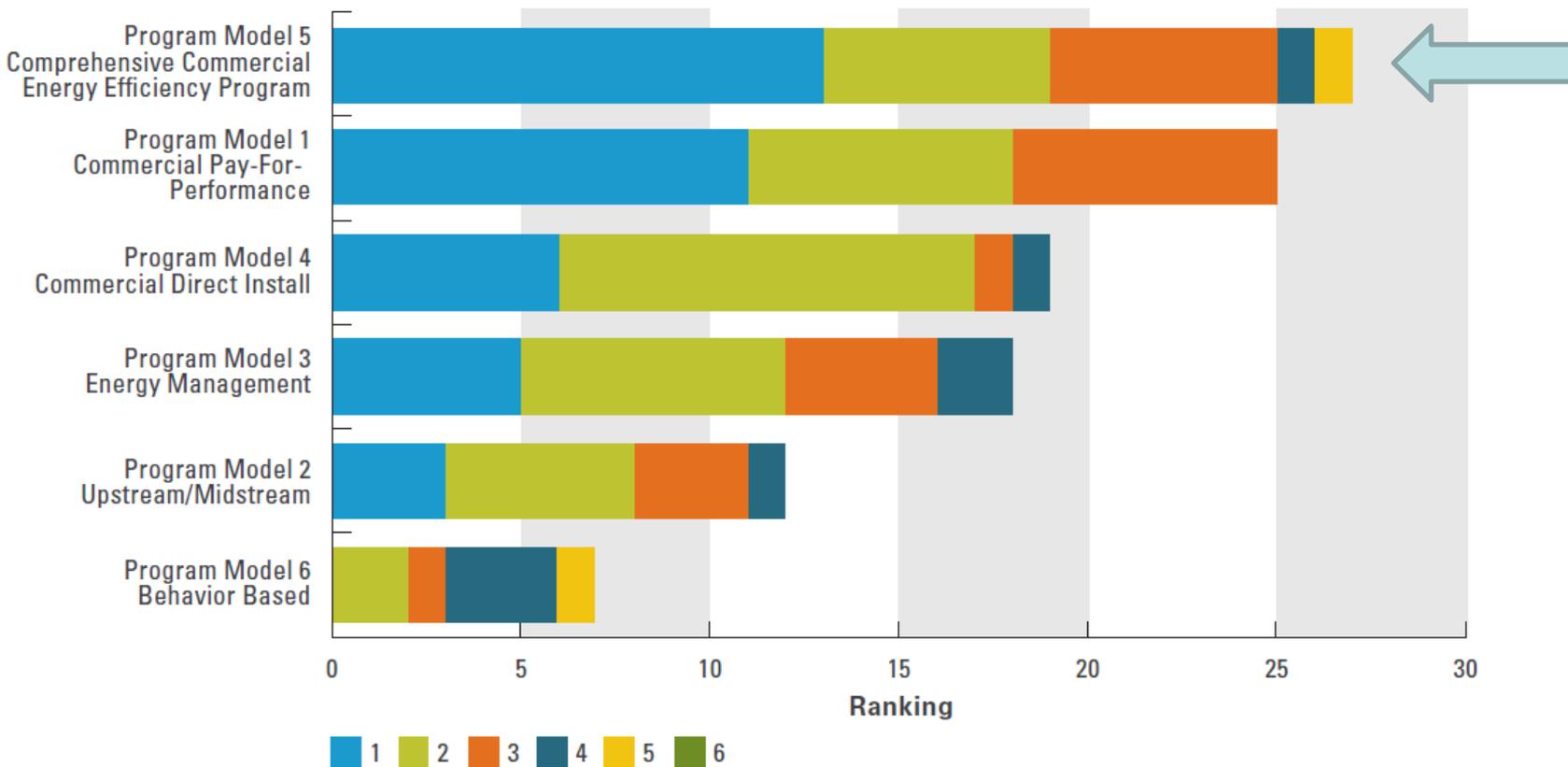
THE 2013 RESIDENTIAL AND COMMERCIAL MARKET OPPORTUNITIES ASSESSMENT

Utilities want programs that:

- are regionally consistent in program offerings and requirements
- provide more resources to expand programs to wider audiences
- include a wide variety of measures
- can be customized to meet unique utility needs

UTILITIES WANT A PROGRAM THAT IS COMPREHENSIVE

Figure 2: Program Delivery Model Rank - Commercial Sector - All Respondents [Survey Question 29]



ELEMENTS OF A COMPREHENSIVE COMMERCIAL PROGRAM

Holistic

- Promotes a comprehensive approach to identify savings opportunities

Proactive

- Actively drives savings
- Maintains a proposal pipeline

Flexible

- Tailored to utility-preferred level of support
- Supports utilities that want a turn-key approach, as well as utilities that are mostly self-sufficient

UTILITY PREFERENCE ASSESSMENTS

Utilities identify:

- Operational components and services that would be managed by the utility
- Measure categories that would be implemented by utility only
- Target customer groups
- Project types that are in-scope and out-of-scope
- And more...

Commercial Program

Utility Preference Assessment



Utility Name:

Contact Name:

Phone Number:

Email:

Mailing Address:

The future BPA Commercial Program will be designed to meet utility needs. Please select the level of program support you want and the range of measures you need assistance with implementing by answering the questions below.

Section A – Level of Support by Program Component

Please indicate the level of support you want for your commercial customers. The Commercial Program could be BPA staff or 3rd Party or combination of both.

1. Who generates prospects and manages the pipeline?

- Commercial Program
 Utility

2. Who creates energy-saving proposals and completion reports?

- Commercial Program
 Utility

3. Who presents proposals to end-use customers?

- Commercial Program
 Utility

4. Who trains trade allies in program rules, and maintains the list of trained trade allies?

- Commercial Program
 Utility

WE WILL LOOK AT OTHER MODELS, COSTS AND RISKS

Consider ESI and ESG designs

- What are the necessary program components?
- What will work for Commercial and what won't?

Conduct EE capability and capacity assessment

- Which components are we able to deliver?
- Which components should we outsource, if any?

Perform cost-benefit and risk analyses

- Does this program make sense financially?
- What are the potential risks, and how can we mitigate them?



WHAT'S GOING ON: NEXT STEPS

- EERs will reach out to participating utilities to schedule an assessment
- Receive Utility Assessments through EERs or EEdocs@bpa.gov by April 15, 2015
- Analyze the results to understand utilities' needs
- Assess BPA capacity and costs to deliver a program that will meet utility needs
- Report findings back to utilities
- Follow along for updates and news on:
<http://www.bpa.gov/EE/Sectors/Commercial/Pages/New-Commercial-Program-Development.aspx>