

Deep and Cheap

*“Direct Install 2.0” Program Model Delivers
Deep and Cost-Effective Energy Savings to the
Small and Medium Commercial Market*

ACEEE Energy Efficiency as a Resource Conference

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Direct Install 2.0

30% less cost per kWh saved*

4.7 times greater energy savings per site*

Savings realization rate of **98%**

TRC of **2.0**

*Comparison between 0-100 kw CA IOU commercial programs as reported in 2010-11 annual reports.

EcologyAction



We provide innovative marketing and engagement programs that make it easy to save energy.

Energy | Transportation | Pollution Prevention | Zero Waste

Ecology Action

Program Design | Sales & Marketing | Program Delivery



Two time recipient of the
**Governors Environmental
and Economic Leadership Award**

Ecology Action Energy Programs

Implement efficiency programs for CA Utilities



Commercial customers 0-500kW demand



Since 2002

14,000 customers



370 GWh energy savings

Exceeded goal on every program



Awarded \$2M DOE funding to refine our model



SMB Market Importance



Energy Savings

Over 90% of commercial buildings are <50,000 sq. ft.

Responsible for 45% of commercial energy use



Public Relations

Underserved customers

Local economic benefits

Typical Approach to SMB

Direct Install

Quick and easy to implement

Small measure set

Free or low cost

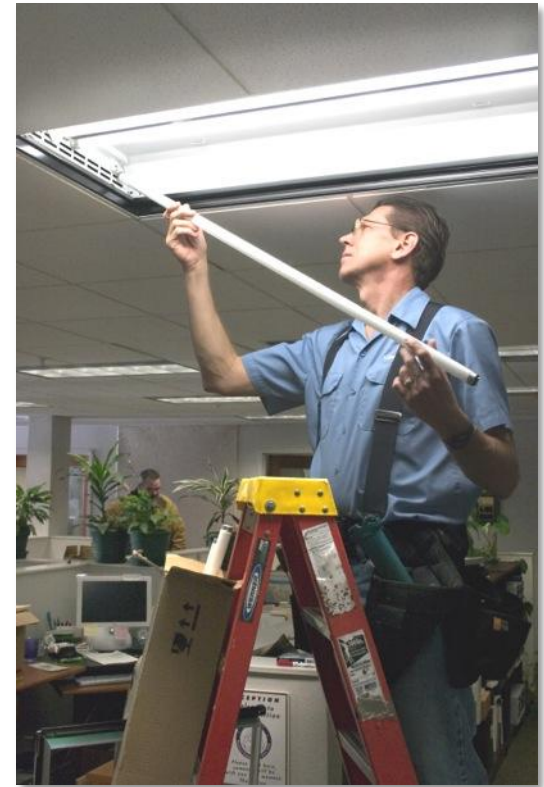
Deemed/prescriptive energy savings calculations

Changing Market

Focus on deep savings

Emphasis on accuracy

Increasingly expensive



Direct Install 2.0

High Touch, Full Service

Turnkey suite of services

Deep Specification

Bundle HVAC, refrigeration,
advanced lighting

Improved Accuracy

New lighting savings calculation method



DI 2.0 Energy Savings Calculation

Deemed/Pre
scriptive



Refrigeration



HVAC

+

Modified
Lighting
Approach



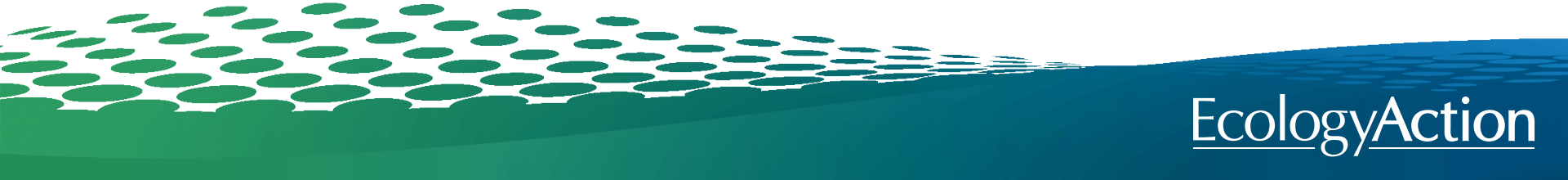
Lighting

$$\text{Wattage} \times \text{Hours of Operation} \times (\text{X Interactions}) = \text{kWh Savings}$$

Deemed



Wattage X **Hours of Operation** (X Interactions) = **kWh Savings**



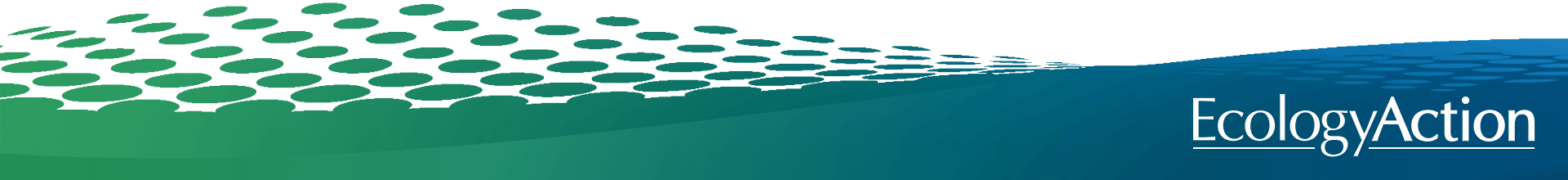
Deemed



Wattage \times **Hours of Operation** (X Interactions) = **kWh Savings**

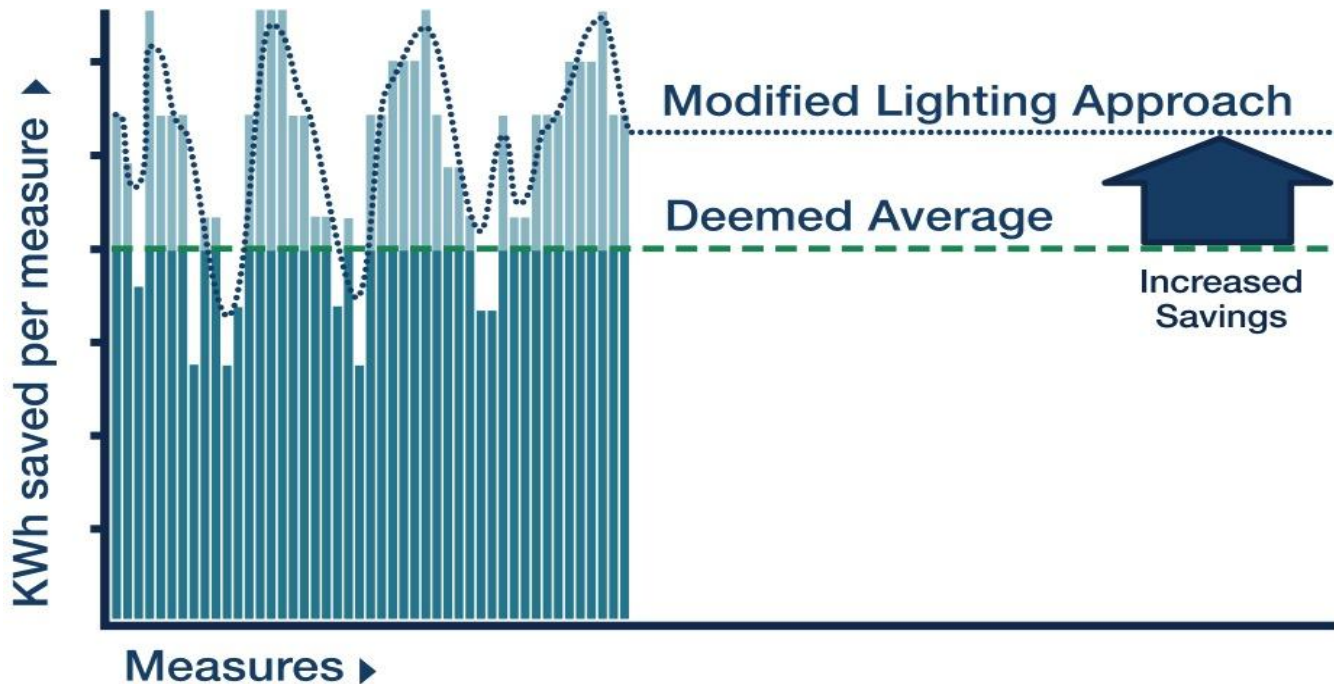


Modified Lighting Approach



Modified Lighting Approach Benefits

Generates **10% – 15%** greater energy savings



Modified Lighting Approach Benefits

Increases accuracy

- Energy saving
- Bill impacts

Improves retrofits

- More measures, flexible specification
- Avoids minimum equipment selection

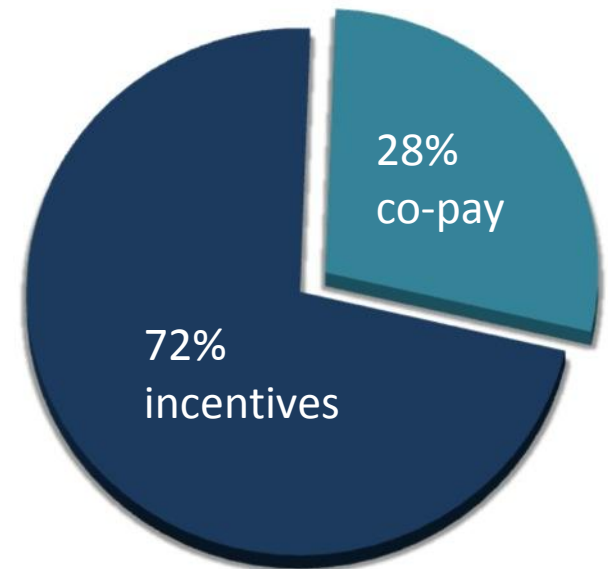
Generates **finance-ready** projects

DI 2.0 Performance Data

Average Job Profile

kWh per site	39,476
Savings over baseline =	12%
Job cost =	\$6,051

Project Funding



2010-11 for all 0-200 kW customers

Why DI 2.0 works

High customer touch

Deep specification

Accurate energy savings and payback

Greater energy savings per measure

Significant customer copay

Finance-ready proposals



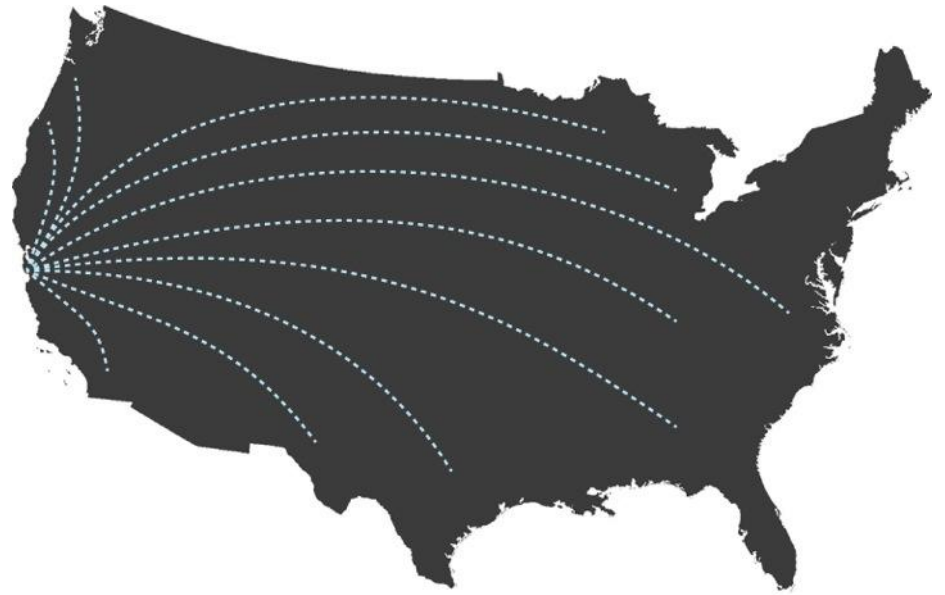
Ecology Action Energy Team!

Looking Forward

Modified Lighting Approach
approved for all CA Utilities

PG&E supporting use by
other implementers

Awarded \$2M DOE funding to
reach **20% energy savings** per
site and **scale nationally**



EcologyAction

Thank You

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