



Fixin' to make EE mainstream in Mississippi

Energy Efficiency Programs in Public Power

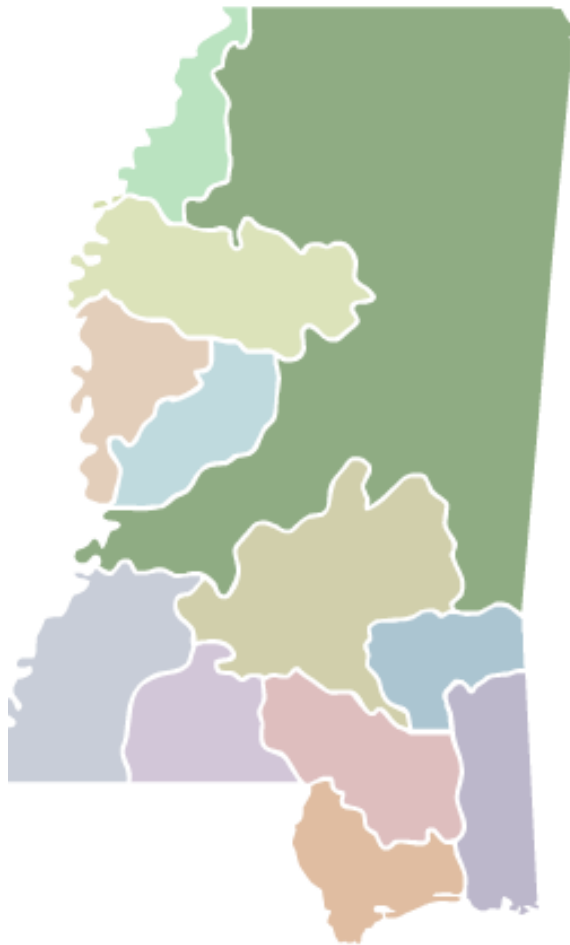
ACEEE Energy Efficiency as a Resource | September 24, 2013

Agenda: Fixin' to make EE mainstream in Mississippi

- Overview of SMEPA
- Overview of C&I Pilot
- Deeper dive on the C&I Pilot elements
- Preliminary Results and Observations

South Mississippi Electric Power Association (SMEPA)

Encouraging energy efficiency and conservation across co-ops' C&I members



Coahoma EPA
Lyon, Mississippi

Delta EPA
Greenwood, Mississippi

Twin County EPA
Hollandale, Mississippi

Yazoo Valley EPA
Yazoo City, Mississippi

Southwest MS EPA
Lorman, Mississippi

Southern Pine EPA
Taylorville, Mississippi

Magnolia EPA
McComb, Mississippi

Dixie EPA
Laurel, Mississippi

Pearl River Valley
Columbia, Mississippi

Coast EPA
Kiln, Mississippi

Singing River EPA
Lucaledale, Mississippi

- Progressive G&T cooperative
 - 11 member distribution coops
 - Serves 55 of 82 counties, across 52% of the state's land mass
 - On System Peak 840 MW
- Primary purpose – to provide affordable and reliable electric energy to its Members
- 2010 potential study identified sufficient cost-effective EE potential existed within the Member base
- Initiated targeted C&I demand-side pilot program in 2012

SMEPA C&I Pilot Program Overview

Identifies and facilitates EE projects

Assisting Co-op member C&I customers in becoming more energy efficient and productive

Direct Install Lighting Component	Focuses on small customers <ul style="list-style-type: none">• <u>Implementer</u>: EnerNOC/CLEAResult
Custom Component	Focuses on medium & large customers <ul style="list-style-type: none">• <u>Implementer</u>: EnerNOC
Program Goals	Refine program approach to achieve a cost-effective program delivery model suitable for full-scale implementation
Start Date	July 2012

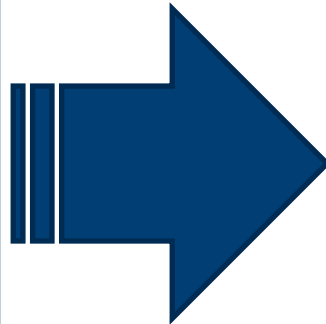
These programs serve as the first mechanism to encourage EE and conservation from the co-ops' members

Direct Install Lighting

Focused on small customers to drive cost-effective energy savings

Program Highlights

- 7 Participating member coops
- Goal – Lighting upgrades at 65 sites
- Member Coops and CLEAResult recruit participants
- Incentives of up to \$2,000 per site
- Average incentive covers 54% of customer cost



Results to Date

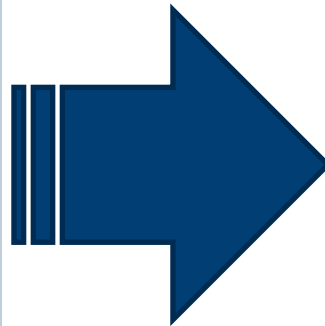
- To date 90% of goal in terms of installations
- High end-use customer satisfaction
- 775,000 kWh savings identified to date
- 220 kW demand savings identified to date

Custom Program

Focused on large customers utilizing a targeted approach

Program Highlights

- 6 Participating member coops
- Participation Goal
 - 4 large industrial
 - 2 large commercial
 - 7 medium C&I
- Member Coops recruit participants
- Incentives of \$0.045/kWh, limited to 50% project cost and per customer max



Results to Date

- To date 75% of goal in terms of site assessments
- 4,700,000 kWh savings identified to date
- 665 kW demand savings identified to date

Custom Program Customers and Measures

From large chemical to medium church, identifying compelling EE projects

Customer Diversity

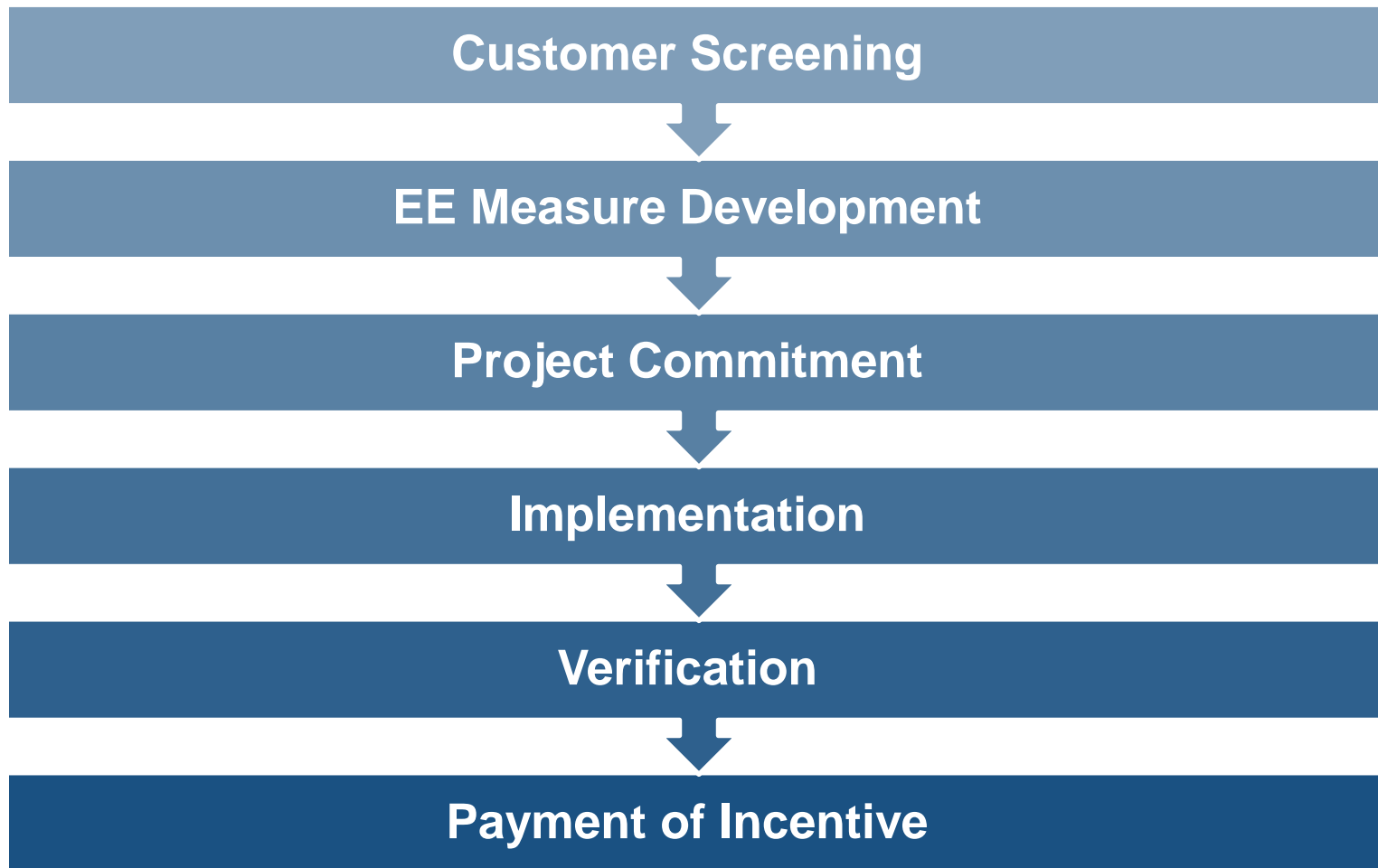
- Chemical plant
- Concrete manufacturing
- Commercial equipment manufacturing
- Fitness center
- High school
- Lumber mill
- Country club
- Church
- Aggregate plant

Measure Diversity

- Lighting
- Compressed air optimization
- VFD's on motors
- HVAC controls optimization
- Schedule optimization

Custom Program Process

Identify highly motivated customers with the necessary resources to implement projects & present a targeted set of EE measures for consideration



Observations

Lessons learned along the way

- Ample Energy Efficiency potential
- Customers seem interested though focus on low cost measures
- Programs must have adequate incentive budgets to move projects forward
- Coops must have goal alignment for participating personnel
- People of Mississippi are great to work with



Questions & Answers

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