



**E Source**

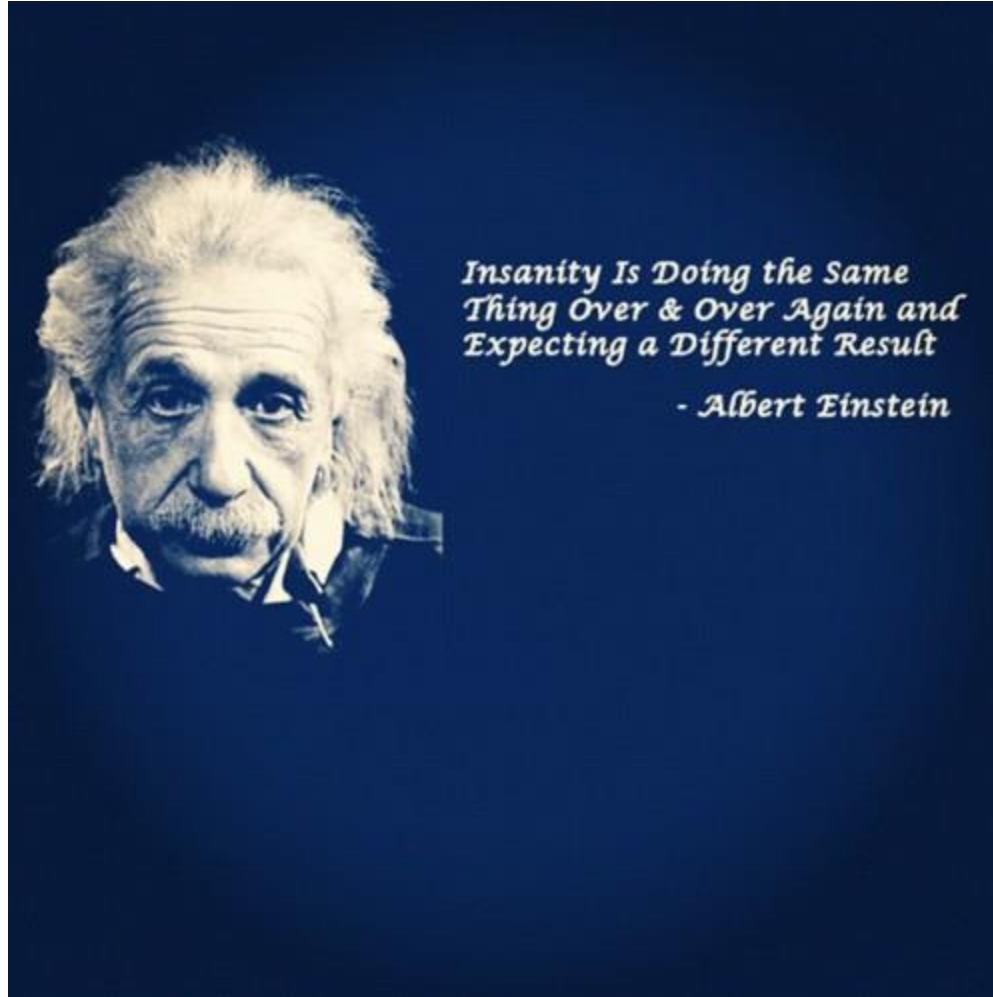
# How Are DSM Programs Really Performing?

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Presented at the 2015 ACEEE National Conference on Energy Efficiency as a Resource – Little Rock, AR

# We Keep Doing the Same Things Over and Over...



# And Missing the Targets



Our industry is **spending** a **significant share** of ratepayer dollars on programs that **don't achieve** stated performance **goals.**



# Study Background

- Source: E Source DSM Insights
- 2010–2014
- 1,481 programs from 120 program administrators accounting for \$10 billion in ratepayer dollars spent



# Our Analysis of Program Performance



# Questions We Know You'll Ponder For the Next 15 Minutes



# DSM Program Performance: Plan Versus Actual

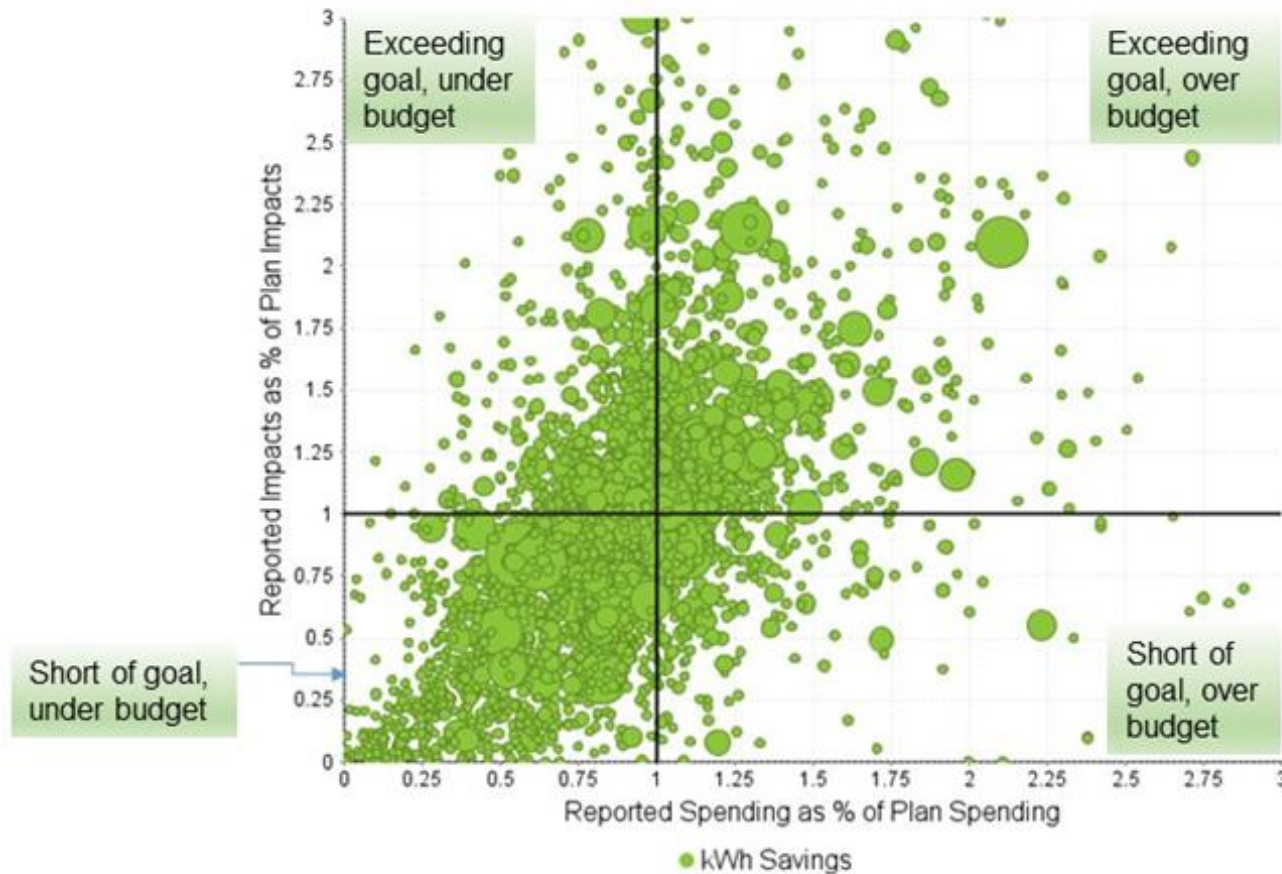
>40%

of \$ toward programs that failed to achieve targeted savings goal





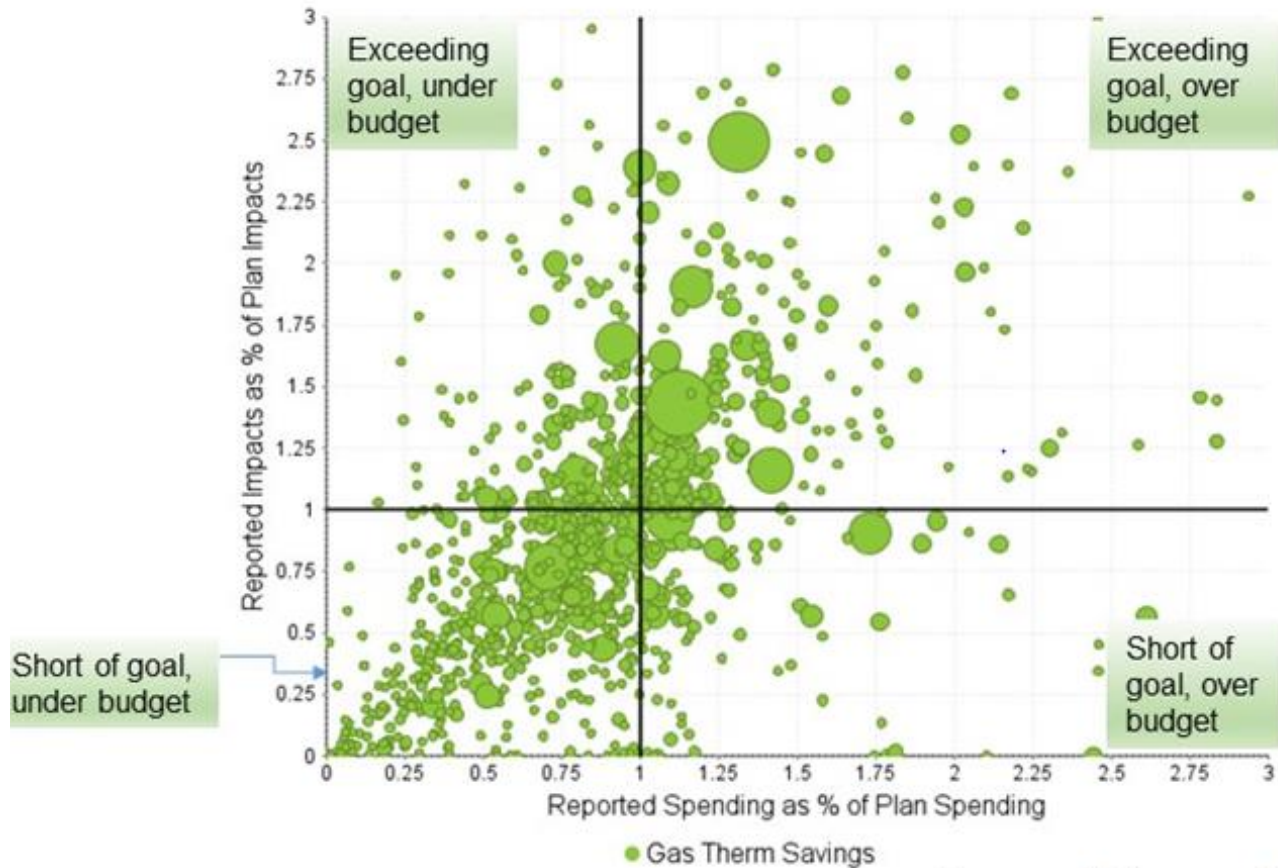
# DSM Program Performance: Plan Versus Actual (Electric)



Source: E Source, DSM Insights 2015



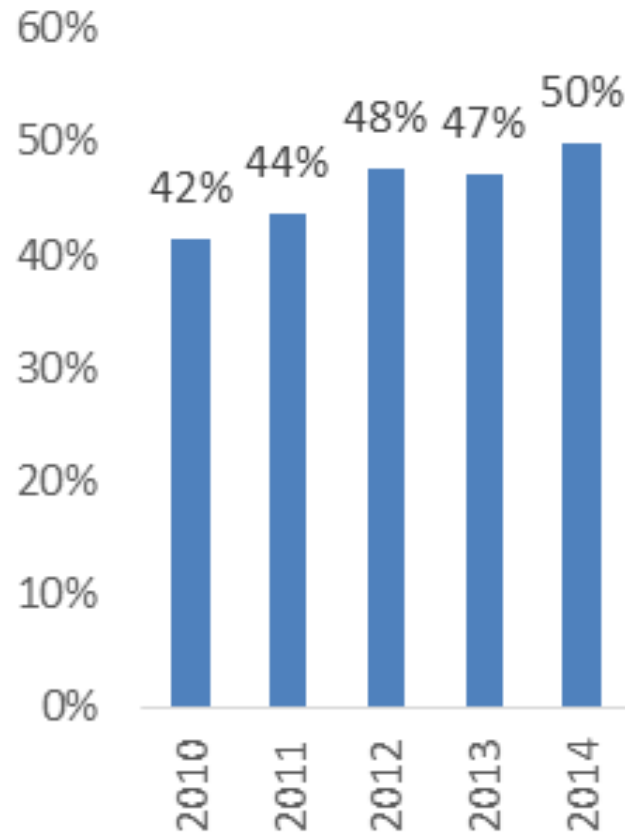
# DSM Program Performance: Plan Versus Actual (Gas)



Source: E Source, DSM Insights 2015



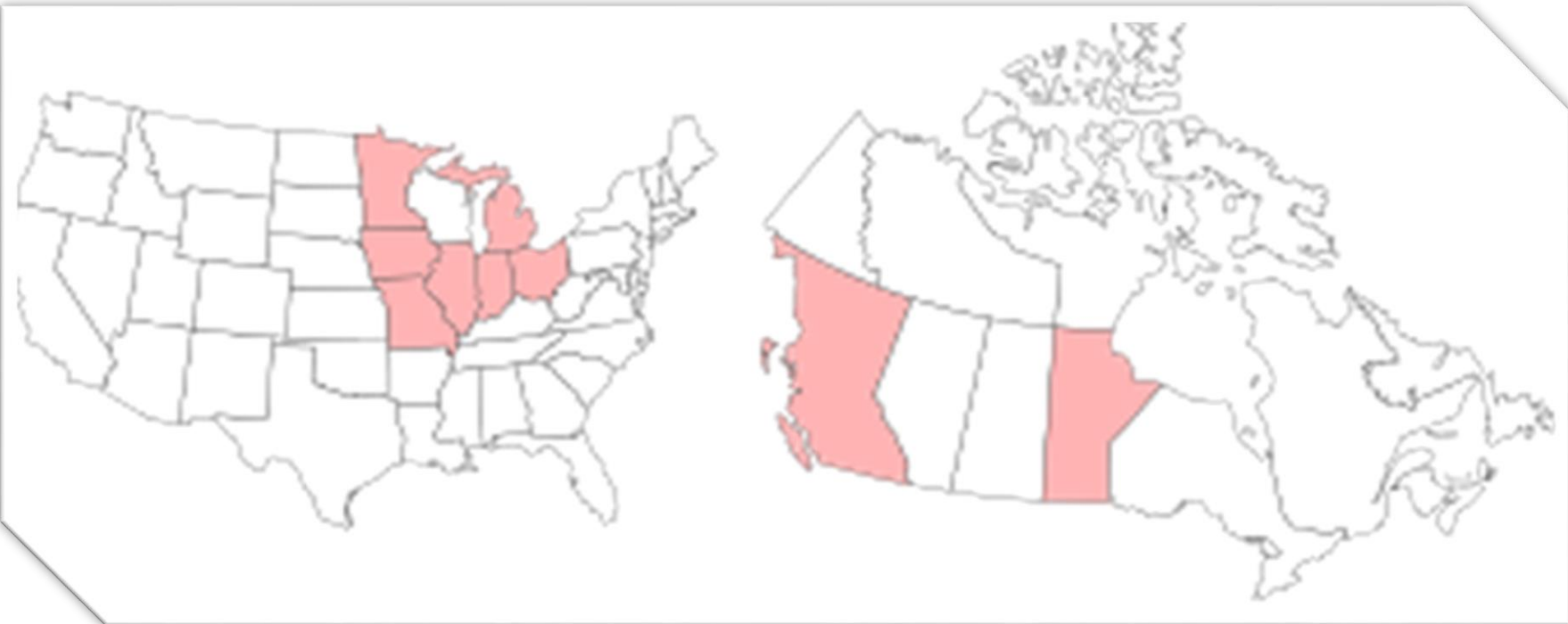
# Percentage of Program Spend for Programs Falling Short of Goals



Source: E Source, DSM Insights, 2015



# Change in Regional Performance

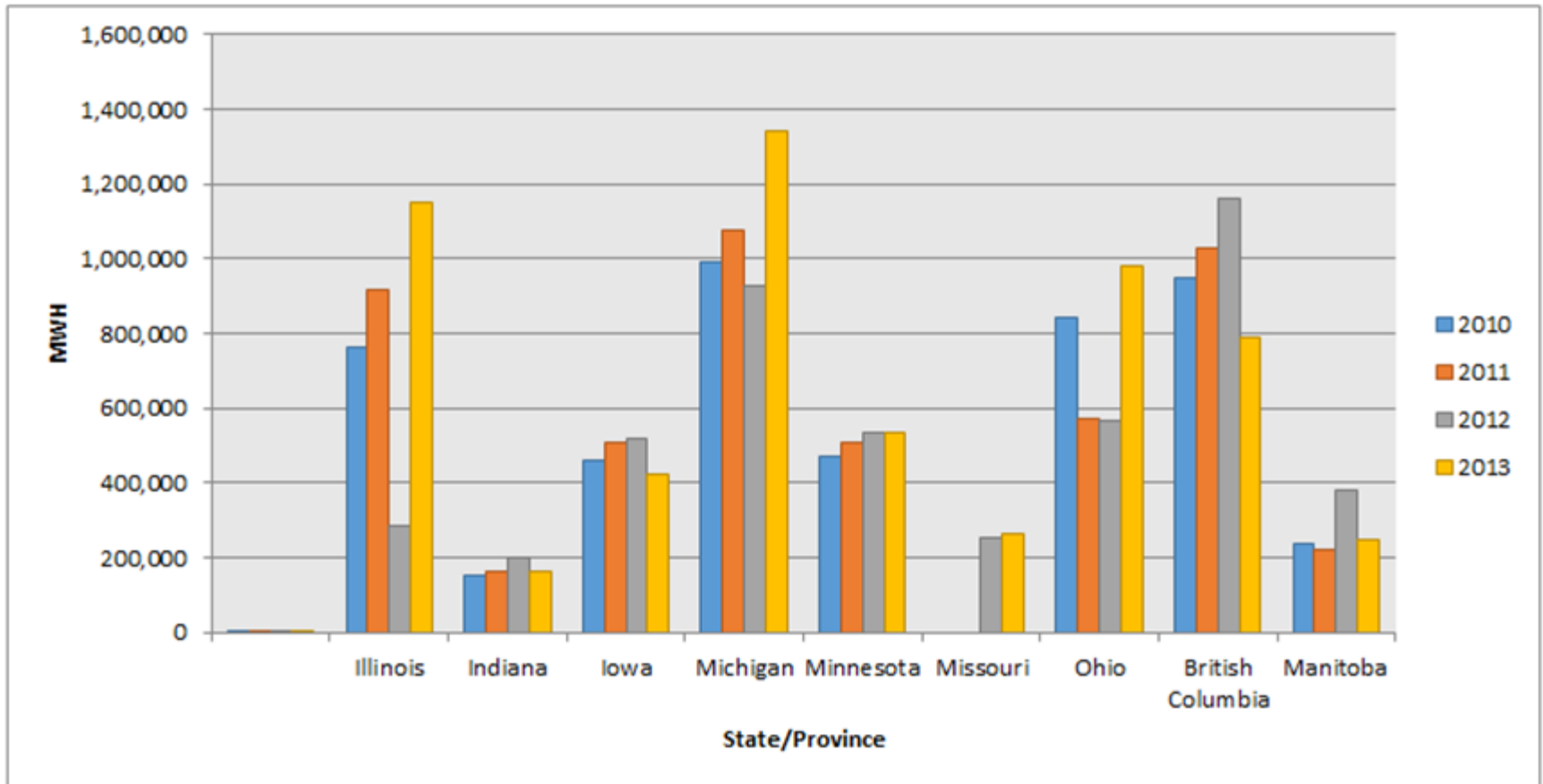


# Proportion of Spending on Programs Reporting Savings Less Than Goal, by Region

	Overall		Electric (kWh)		Gas (Therms)	
	2010	2014	2010	2014	2010	2014
<b>Canada</b>	38%	69%	32%	67%	78%	71%
<b>Midwest</b>	25%	42%	26%	38%	22%	53%
<b>Northeast</b>	50%	50%	47%	49%	63%	52%
<b>South</b>	50%	48%	55%	50%	5%	35%
<b>West</b>	48%	44%	51%	41%	9%	53%
<b>Total</b>	42%	47%	43%	46%	36%	52%



# Electric DSM Goals by State (MWh)



Source: E Source, DSM Insights, 2015



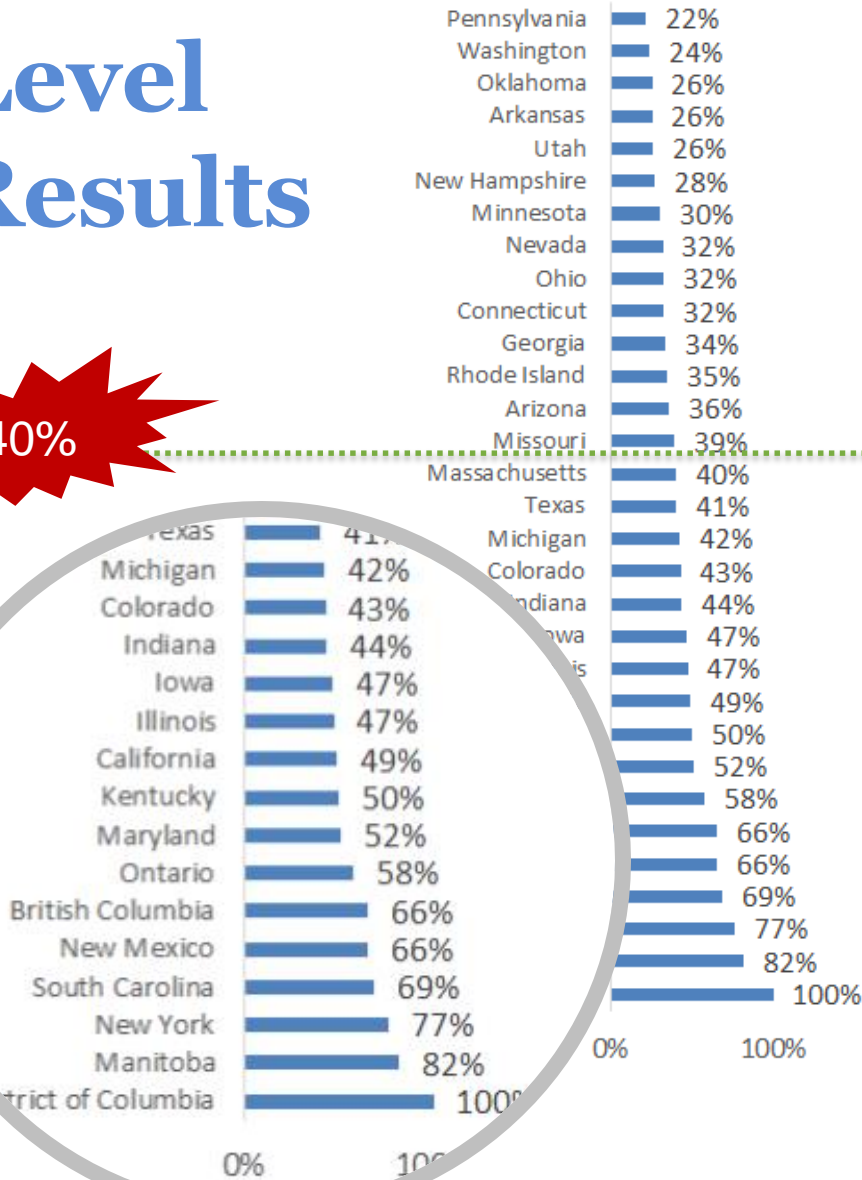
# Tipping Point: Impacts of State Program Spending on Underperforming Programs



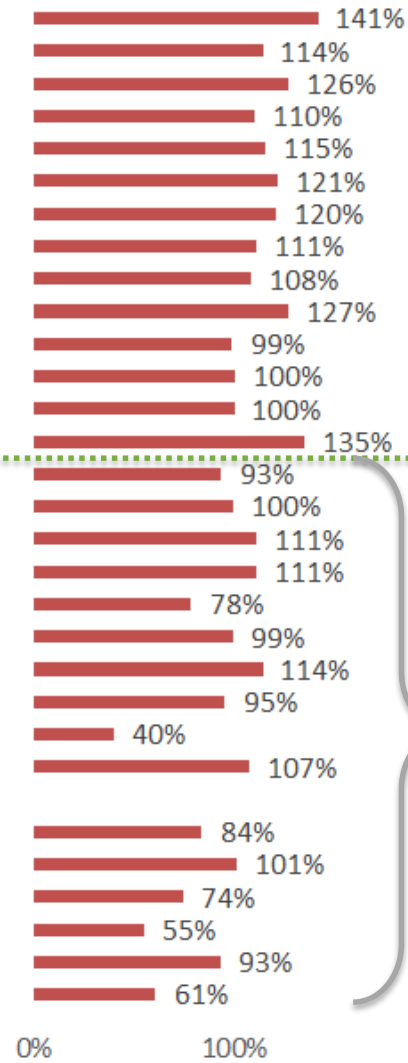
# State-Level Results

40%

Percentage of funds spent on underperforming programs



Achieved kWh savings as percentage of plan



>50% of states below overall portfolio goal

Source: E Source, DSM Insights, 2015





# Some Program Models Tend to Fall Short of Goals More Often



# Non-Res Program Categories That Consistently Underperform



AC tune-up



Appliance recycling



Building  
performance



# Residential Program Categories That Consistently Underperform



Custom incentives



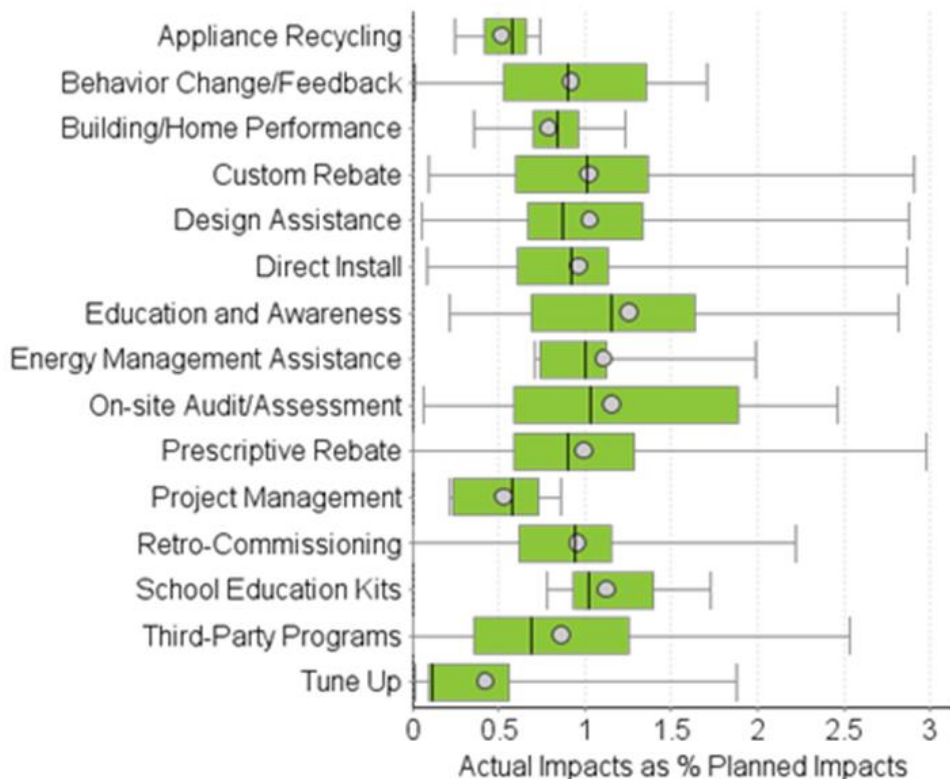
Energy analysis



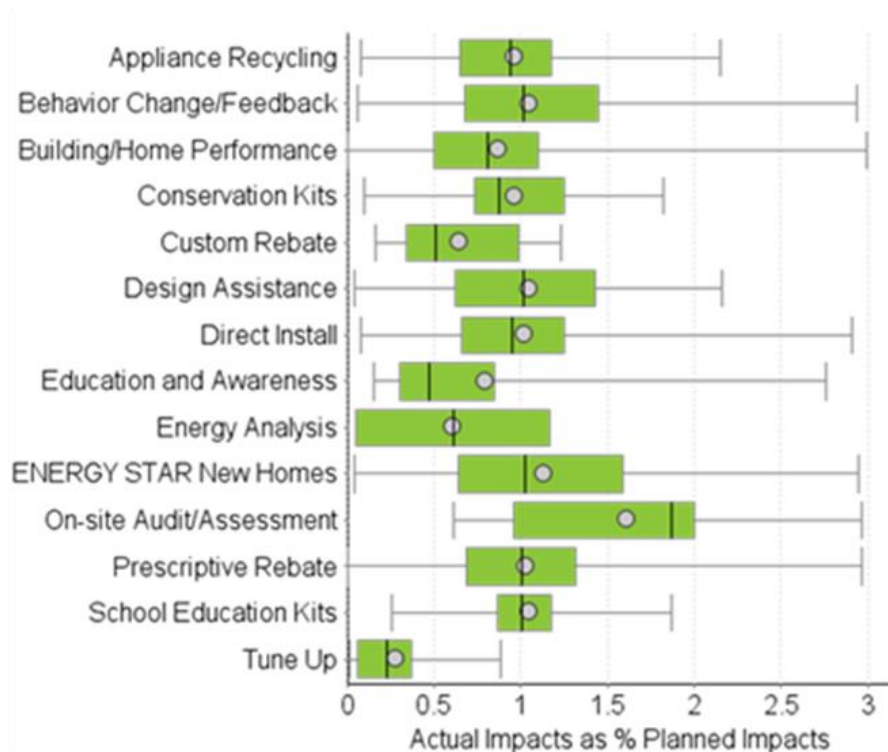
Education and awareness

# Performance by Program Category (Electric)

## Non-residential

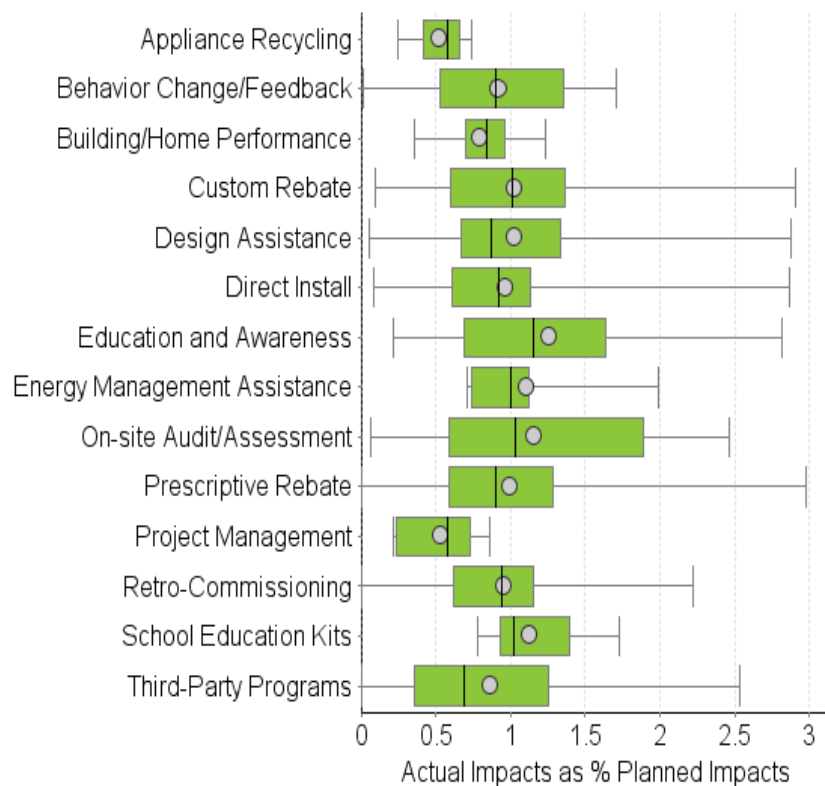


## Residential

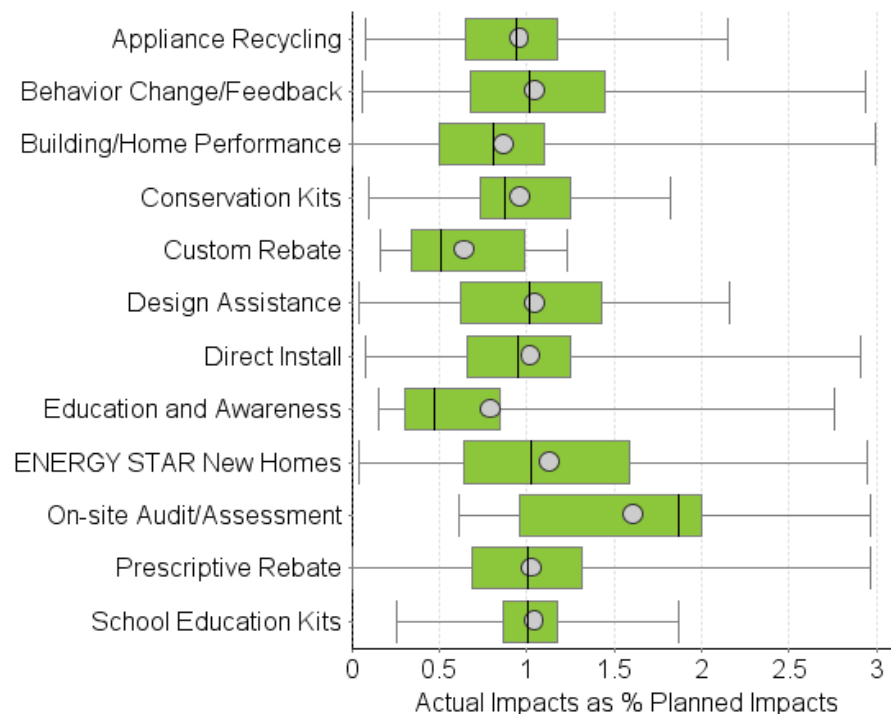


# Performance by Program Category (Gas)

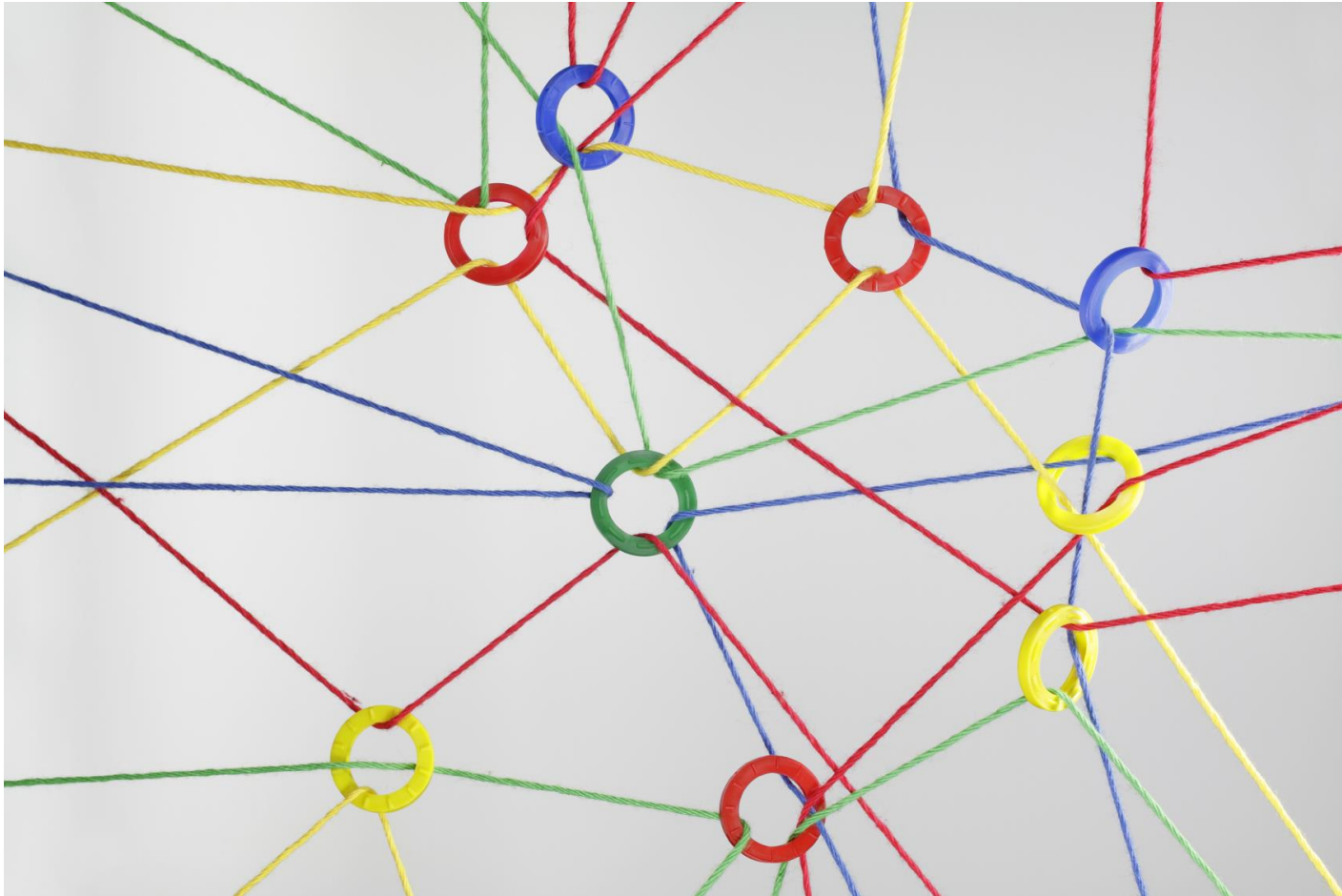
## Non-residential



## Residential



# What's the common thread?



# Are We Asking Too Much?



# Future Research Considerations

Insights on goals,  
goal-setting

% change in goals  
over time vs.  
performance

What % of savings  
come from  
underperforming  
programs?

Percentage of  
portfolios with  
these types of  
programs





# Contact

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