

Challenges and opportunities in a mature program







Benjamin Rivers
National Grid
Commercial Energy Efficiency Strategy

The basics...



Who is National Grid?

Why are we so aggressive regarding energy efficiency?

How do we define small business customers?

Why you would want to serve small businesses?

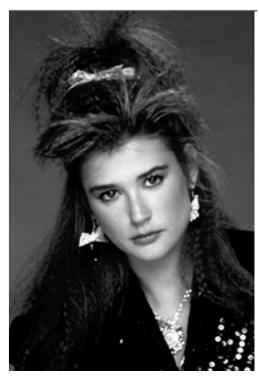


A bit of history



When did we start and what did we offer?

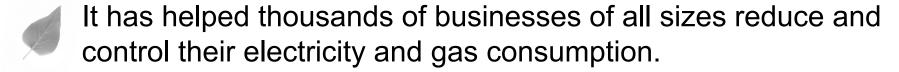






How has the program done?





The program has never failed meet or exceed the savings we assign to it our yearly plan. *

The program has maintained high customer satisfaction scores for years.

This program was named an exemplary program by ACEEE in 2013.

^{*}Except 2014

What is our present offer?



We currently offer a 70% incentive (total installed cost). We also offer a mechanism that allows the customer to pay the remaining 30% over 12-60 months.

This offer covers a wide variety of technologies (electric and gas) from LED lamps and luminaires to refrigeration measures to controls and beyond.

Customers may also participate in any solution we offer larger customers. However, they receive incentives under large business terms.



What are the challenges?



The RI Economy

"Credit worthiness"

Cost Effective vs. Cost Efficient

Targeting

Upstream Lighting and other structural changes

Saturation/transformation



Solutions...



Size the program goal appropriately

Customer Directed Option (CDO) – Broader

Comprehensive Initiative – Deeper

Qualified lead creation

Advances in technology

Intelligent luminaires (sensors in luminares used capture savings such as plug loads, allow for demand response)



Changing the ratio of incentive to financing

