

Broader & Deeper

A Comprehensive Approach

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~Energy Efficiency as a Resource~

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Gas

The History

C&I Standard Program Offerings

- Retrofit , New Construction, Equipment Replacement
 - Lighting, HVAC & Motor Rebates
 - Prescriptive Incentives
 - Custom Incentives

The History

- Early years

Programs were designed to capture:

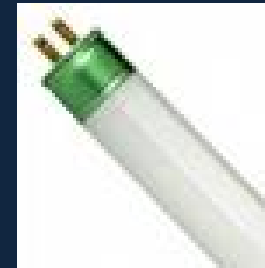
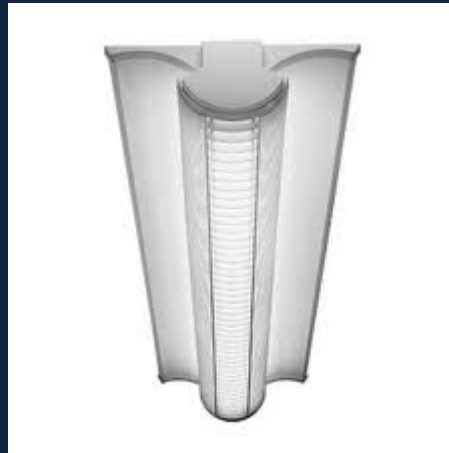
“Low Hanging Fruit”

- Quick & Easy
- VERY Cost Effective



Low Hanging Fruit

Lighting, Lighting, Lighting



The Challenge

- Creative/cost effective programs to capture deeper and broader savings
- Design program to capture less cost effective measures
- Address regulatory pressures on program performance

The Solution

- Develop enhanced financial incentives for projects that go beyond “low hanging fruit”.
- Allow high energy savings measures to “carry” measures that are not otherwise attractive/affordable and/or traditionally not included in retrofit programs.

Key Component of Success

- Inclusion of “lost opportunity” equipment replacement measures in a retrofit program
 - Roof Top Units (HVAC)
 - Chillers
 - Air Compressors



“How do you
combine
measure
savings”

“We can't do that”

“That's not the way
we've always done it”



The Solution

(Timeline)



- **Comprehensive Initiative Evolution**
 - 2008 Program Year → Initial Offering
 - 2009 Program Year → August 2009 - Revised
 - 2010 Program Year → Continued 2009 Revised
 - 2011 Program Year → Refined/Modified

The Solution

“Comprehensive Approach”

- At least two measures / in at least two different end uses.
- At least 15% of energy savings from non-lighting end-uses.
- “Comprehensive Incentive” is the lesser of:
 - 50% of installed cost;
 - buy-down to 2-year payback (metered savings)
 - \$ 0.50/Annual kWh or \$1,250 summer peak kW

Pre-Comprehensive Typical Project Example

40% of installed cost and prescriptive

<u>Measure</u>	<u>Cost</u>	<u>Incentive</u>
Lighting	\$ 80,000	\$32,000
Cooling	\$ 45,000	\$ 3,500
Total	\$125,000	\$35,500

Comprehensive Example

Project Cost = \$125,000

- 50% of installed cost
- buy-down to 2-year payback (metered savings)
- \$ 0.50/Annual kWh or \$1,250/summer peak kW

Measure	Incentive
50% of installed	\$ 62,500
2 Yr Buy-down	\$ 75,000
Energy Savings	\$ 69,442

Total Customer Incentive \$ 62,500 (vs \$32,500)

The Results

- Program drives multiple measure projects
- Program well received in market place
 - Customers
 - Vendors (e.g. EMS, HVAC, etc)
- Program incentive design is scalable
- Program is cost effectiveness as an overall “Portfolio” .

Scalable Solution

(Now)

Same Qualification Criteria

- “Comprehensive Bonus” is the lesser of:

- **35%** of installed cost;

OR

- buy-down to a **3-year** payback

OR

The greater of:

- **\$ 0.20**/Annual kWh or **\$800.00**/summer peak kW

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Questions ? & Comments!

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