



efficiency engagement environment

Presented at the 2013 ACEEE National Conference  
on Energy Efficiency as a Resource

**Silos of Excellence:  
Effectively Integrating the  
DSM Organization for  
Seamless EE and DR Program Delivery**

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# INTEGRATED DEMAND SIDE MANAGEMENT OVERVIEW



## Driven by Policy

For the 2009-2011 EE and DR proceedings, the California Public Utilities Commission (CPUC) provided the following guidance:

“IDSM programs involving the use of demand response funds should be clearly indicated in both energy efficiency and demand response applications.”

## Developing Priorities

The CPUC also set out an order of priority for Integrated Demand Side Management (IDSM) activities:

1. Comprehensive and coordinated marketing, packaging and delivery
2. Operation improvements
3. Optimization

# How the IDSM Process Works





## IDSIM IMPLEMENTATION: PILOTS



## DR IDSM Pilots and Programs Purpose

The 2009-2011 EE and DR applications included IDSM pilots and activities to enable DR for inclusion into existing EE programs.

- DR IDSM existing programs include incentive options that promote higher levels of DR integration within the boundaries established by existing programs.
- The DR IDSM pilots test and identify best practices for integrating DR with the existing EE programs.

## Pilot Examples

### New Construction – Residential and Commercial

- Integration with Edison SmartConnect™ and HAN
- Zero Net integration with Renewables
- Whole building approach with statewide outreach
- USGBC LEED pilot and Savings by Design

### Technology Resource Incubator (TRIO)

- Find, fund, and field test IDSM technologies
- Outreach and awareness to the investor community

### Workforce Education and Training (WE&T)

- Smart Students, LivingWise, Green Campus, Peak
- Education and awareness of DR programs and rates



## Program Examples

### DR Energy Leader Partnership

Actively participates with the CEES Energy Leader Partnership program to create awareness of DR and to increase enrollment in DR programs at the local government level

### IDSM Marketing

Enables customers to become smart energy users by engaging them in relevant IDSM solutions, such as EE, DR, renewables, and income-qualified solutions

### Federal Power Partnership

Integrated outreach efforts designed to provide awareness, education, training, workshops, and expert services to support the adoption of IDSM measures in the federal sector



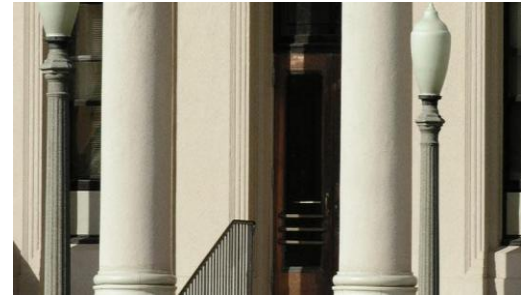
# ENERGY LEADER PARTNERSHIP PROGRAM: LOCAL GOVERNMENTS AT THE FOREFRONT OF IDSM



## Leading by Example

Local governments are in the unique position of being both energy users and energy use influencers.

- Historically, local governments have participated much less in SCE's EE and DR programs relative to other commercial customers.
- Local governments can also leverage their authority and roles to both require and motivate EE and DR in their communities.



## Local Government Barriers

The public sector faces numerous challenges when it comes to IDSM leadership:

- Funding
- Technical Expertise
- People/Time Constraints
- Competing Priorities



# Energy Leader Model

## Keys to Success

- Staged approach, with goals commensurate with local government
- Education/awareness is foundational
- Increased incentives above core program participants overcome financial barriers
- Technical support to identify and explain EE and DR opportunities
- Technical support to assist in implementation of EE/DR
- Support in application process and reporting – address staff constraints
- Rewarding leadership
- Pay for performance – increased incentives
- Recognition among peers

# Energy Leader Model

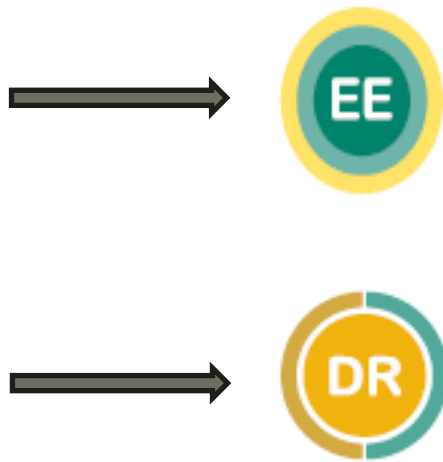
## The Way It Works

### Energy Leader Partnership Model



# The Energy Leader Model

- Promotes IDSM Integration
- Partners complete EE and DR tier level activities to advance



Energy Leader Partnership Model 2013 – 2014				
SOUTHERN CALIFORNIA <b>EDISON</b> An EDISON INTERNATIONAL® Company				
Recognition Levels	Valued Partner	Silver Level 5% kWh Savings	Gold Level 10% kWh Savings	Platinum Level 20% kWh Savings
Offerings	<ul style="list-style-type: none"> <li>Valued Partner Level enhanced incentives</li> <li>Technical Support</li> <li>Strategic Plan Support</li> <li>Co-Branded Marketing &amp; Outreach Support</li> </ul>	<ul style="list-style-type: none"> <li>Silver Level enhanced incentives</li> <li>Technical Support</li> <li>Strategic Plan Support</li> <li>Co-Branded Marketing &amp; Outreach Support</li> </ul>	<ul style="list-style-type: none"> <li>Gold Level enhanced incentives</li> <li>Technical Support</li> <li>Strategic Plan Support</li> <li>Co-Branded Marketing &amp; Outreach Support</li> </ul>	<ul style="list-style-type: none"> <li>Platinum Level enhanced incentives</li> <li>Technical Support</li> <li>Strategic Plan Support</li> <li>Co-Branded Marketing &amp; Outreach Support</li> </ul>
Energy Efficiency Criteria	<b>Basic EE Criteria:</b> <ul style="list-style-type: none"> <li>Commitment to Long Term Energy Efficiency Leadership</li> <li>Commitment to Partnership goals including energy savings in municipal facilities</li> </ul>	<b>Basic EE Criteria Plus:</b> <ul style="list-style-type: none"> <li>City initiates Energy Action Plan</li> <li>5% kWh reduction for city facilities</li> <li>1 Community Menu Item</li> <li>Co-sponsor marketing &amp; outreach to the community on EE programs</li> </ul>	<b>Basic EE Criteria Plus:</b> <ul style="list-style-type: none"> <li>City completes Energy Action Plan</li> <li>10% kWh reduction for city facilities</li> <li>1 Additional Community Menu Item</li> <li>Co-sponsor marketing &amp; outreach to the community on EE programs</li> </ul>	<b>Basic EE Criteria Plus:</b> <ul style="list-style-type: none"> <li>City implements Energy Action Plan</li> <li>20% kWh reduction for city facilities</li> <li>1 Additional Community Menu Item</li> <li>Co-sponsor marketing &amp; outreach to the community on EE programs</li> </ul>
Demand Response Criteria	<b>Basic DR Criteria:</b> <ul style="list-style-type: none"> <li>Enroll in California's Statewide Flex Alert and implement an internal educational campaign</li> <li>Complete an Integrated Demand Side Management (IDSM) audit at all eligible facilities greater than 200 kW</li> </ul>	<b>Basic DR Criteria Plus:</b> <ul style="list-style-type: none"> <li>Distribute Energy Solutions brochure to partner employees</li> <li>Enroll one (1) eligible facility in a Demand Response program and develop an Event Curtailment Plan for participating facility</li> </ul>	<b>Basic DR Criteria Plus:</b> <ul style="list-style-type: none"> <li>Enroll 25% of eligible facilities in Demand Response Programs and develop Event Curtailment Plan(s) for participating facilities</li> <li>Conduct one (1) co-branded DR awareness item from Marketing &amp; Outreach Menu</li> </ul>	<b>Basic DR Criteria Plus:</b> <ul style="list-style-type: none"> <li>Enroll one eligible service account into one of SGE's Auto Demand Response Programs and reduce load with automated controls or conduct a community forum with at least 50% of the program content Demand Response focused.</li> <li>Enroll 50% of eligible facilities in Demand Response Programs and develop Event Curtailment Plan(s) for participating facilities</li> <li>Conduct one (1) additional co-branded DR awareness item from Marketing &amp; Outreach Menu</li> </ul>

\* Based on cumulative kWh savings from 2006 (Percentage of total municipal energy use)

# Energy Leader Model

## Valued Partner

- Make a commitment to energy and demand goals
- Enroll in California's Flex Alert Program





# Energy Leader Model

## Silver Partner

- Reduce Energy Use in municipal facilities by 5%
- Demonstrate a long-term commitment by initiating an Energy Action Plan
- DR – Distribute Energy Solutions brochure to partner employees
- DR – Enroll one eligible facility in a demand response program and develop an event curtailment plan for a participating facility



# Energy Leader Model

## Gold Partner

- Reduce energy use in municipal facilities by 10%
- Complete Energy Action Plan
- DR – Enroll 25% of eligible facilities in DR programs and develop event curtailment plan(s) for participating facilities
- DR – Conduct one co-branded DR awareness item from Marketing and Outreach Menu



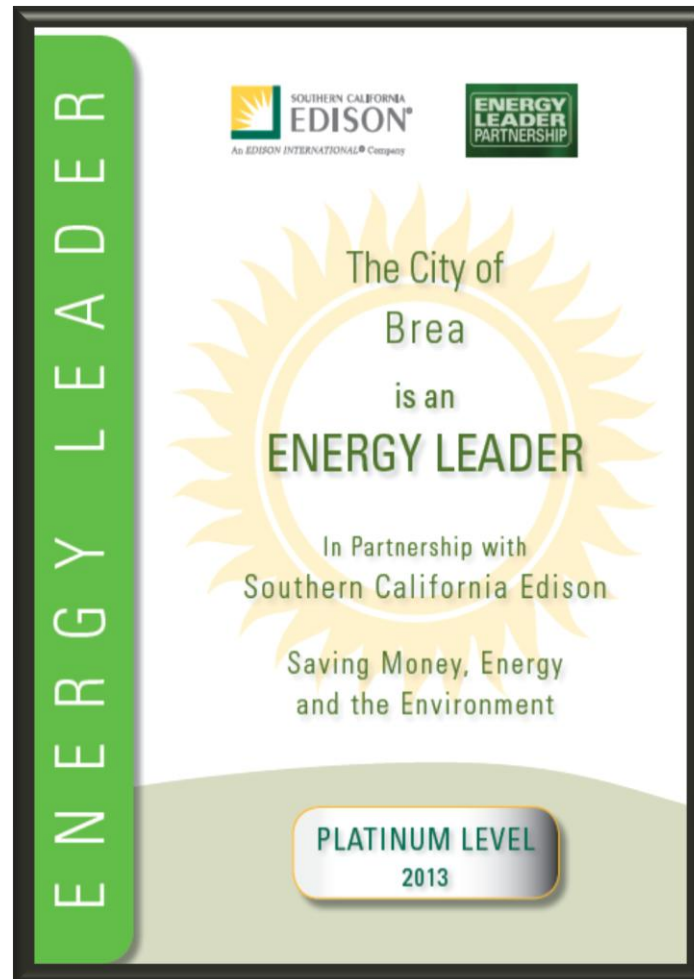
# Energy Leader Model

## Platinum Partner

- Reduce energy use in municipal facilities by 20%
- Implement Energy Action Plan
- DR – Enroll one eligible service account into one of SCE's automated DR programs and reduce load with automated controls
- DR – Enroll 50% of eligible facilities in DR programs and develop event curtailment plan for participating facilities
- DR – Conduct one additional co-branded DR awareness item from marketing and outreach menu

# Recognition

## Energy Leader Plaques





## What's Next for IDSM?

### Build on existing success and drive improvements

- Continue to develop and identify IDSM pilot opportunities
- Focus on WE&T and other emerging educational programs
- Enhance regulatory IDSM statewide coordination

### Expand existing DR IDSM program activities

- Integrated IDSM Marketing
- IDSM Energy On-Site Customer Audits
- Energy Leader Partnership
- Institutional Government Partnership
- Food Processing and Third Parties (new)

### Examine avenues for IDSM innovation

- IDSM for third parties and complex systems integration
- IDSM upstream market opportunities

SCE's vision for both the Mandated and Preferred Program Plans is centered on an unprecedented level of IDSM, designed to transform the way customers understand, use, and manage their energy usage.