



Program Design: Best Practices of Multi-Fuel Programs

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Current Landscape

First Solution Attempt

Best Practice Solution Design

Case Study

Energy Efficiency



Demand Response



Marketing



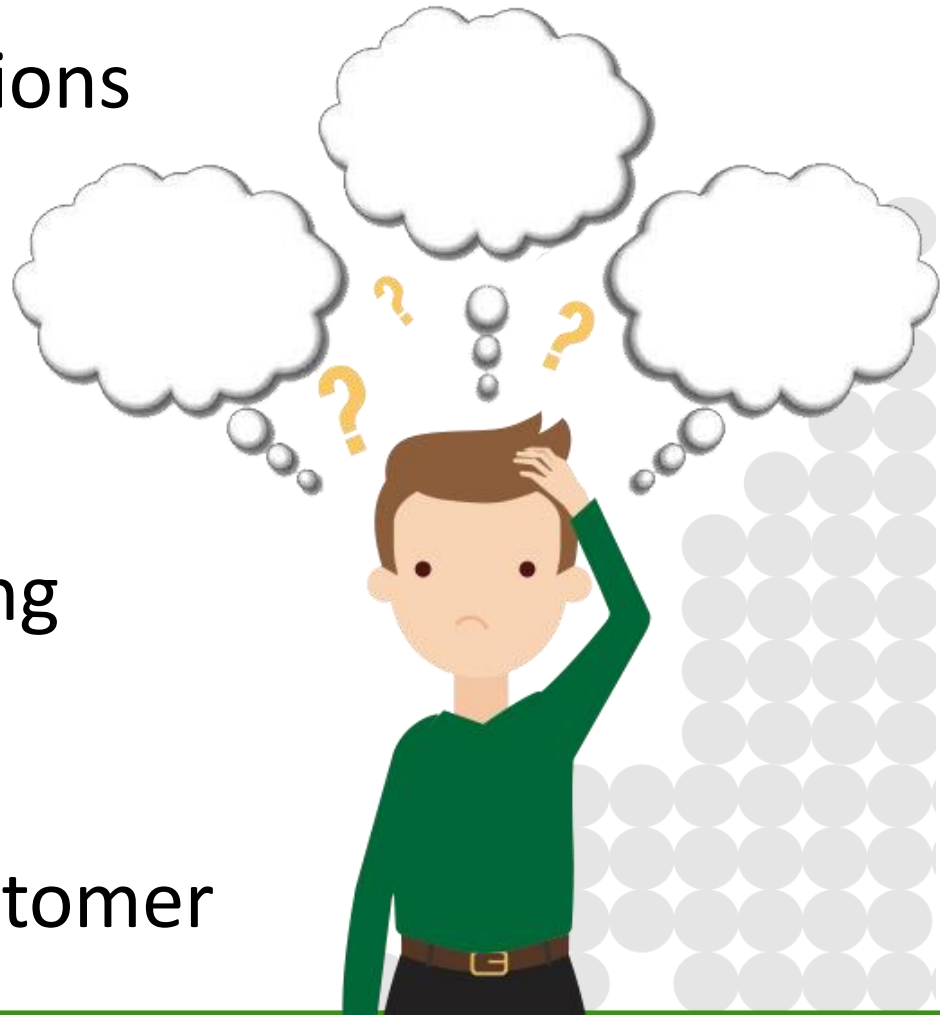
Technology



Research & Data



- Multiple programs vying for customer's attention
- Multiple visits / interactions required
- Declining savings values negatively impact cost effectiveness
- Confusion of participating Trade Ally Networks
- Lack of comprehensive approach desired by customer



- One sided program design
- Create “Savings Bank” for other utilities to purchase accrued savings

Benefits:

- Additional funding for program
- More activity in marketplace

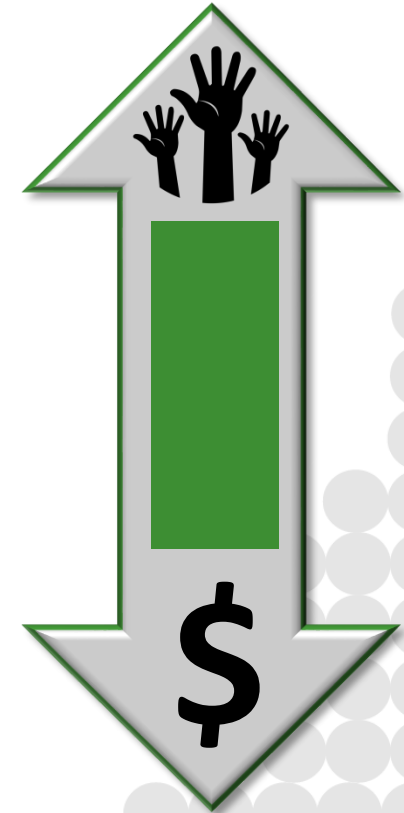
Cons:

- Program controlled by initial utility
- Does not deliver complete customer solution



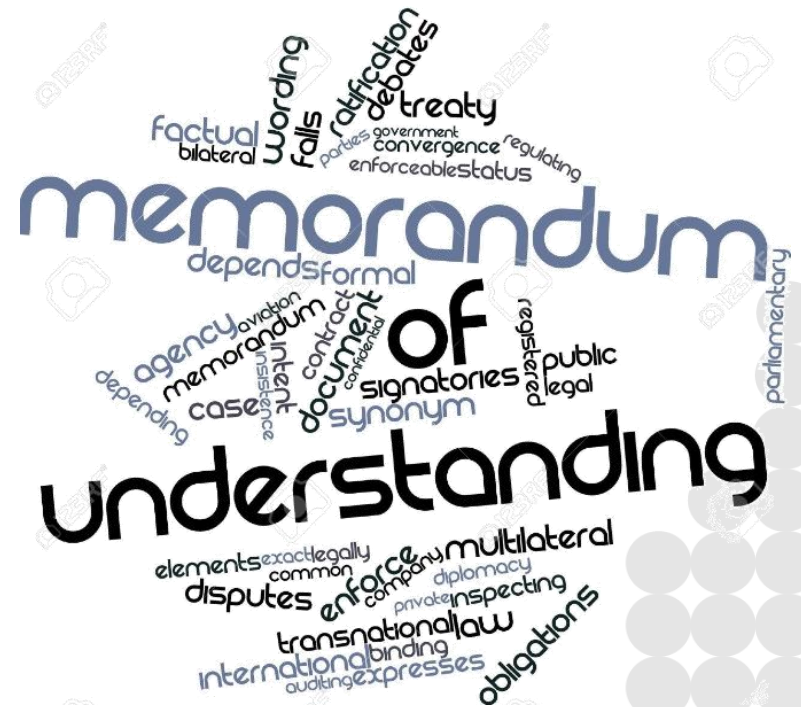
- Jointly designed program – MOU development
- Establish an oversight committee
- Joint marketing plan to encourage participation
- Measure inclusion and process design
- Implementation schedule
- Cost sharing
- Resolving Challenges

Increased Program Participation



Decreased Program Cost

- Parties
 - Each utility
 - Program administrator
 - EM&V
- Framework
 - Goals and objectives
 - Roles and responsibilities
 - Program design(s)
 - Marketing
 - Evaluation





Decision making

- Each utility
- Program Administrator
- EM&V

Framework

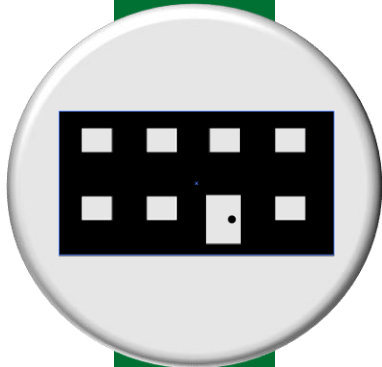
- Goals and objectives
- Roles and responsibilities
- Program design(s)
- Marketing
- Evaluation

- Joint marketing approach
- Program driven
- Highlight overall benefits of programs from all utilities (electric, gas, water)
- Illustrate year round savings potential
- Use of single program name/brand awareness
- Target programs with analytics/behavioral research





- Residential
 - Building Envelope (electric and gas)
 - HVAC (electric and gas)
 - Water Measures (electric, gas, and water)
 - Direct Install
 - Point of Sale, Midstream, Rebates
- Commercial & Industrial
 - Building Envelope (electric and gas)
 - HVAC (electric and gas)
 - Water Measures (electric, gas, and water)
 - Direct Install
 - Systems (electric, gas, and water)
 - Midstream, Rebates



- Individual utility access
 - Permissions to view own savings and data
 - Permissions to view customized reporting and dashboards
- Oversight Committee access
 - Permissions to view total savings and all data
 - Permissions to view customized reporting and dashboards
- Billing – Pay for Performance
 - Tied directly to savings reporting
 - Dynamically priced to remove true-up process



- Plan and budget based on fuel use percentage
- Process/administration costs
 - Allocated by level of effort required
 - Allocated by equivalent savings determination
- Measure costs
 - Cost bourn by beneficiary
 - Split measures based on equivalent savings

- Design and process
 - Measure inclusion/program rules
 - Special events/promotions
- Change management process
 - Oversight Committee decision tree
 - Stakeholder feedback
 - Administrator feedback
- Customer issues
 - Administrator process
 - Individual utility (if necessary)
 - Oversight Committee (if necessary)

Resolved



- Statewide Efficiency Program
- Consisted of 5 energy programs
- Home Energy Audit
- Income Qualified Weatherization
- Additional 6,700 homes audited
- Singular marketing and messaging
- Increased customer satisfaction
- Increased cost effectiveness scores



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Marketing



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