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Challenges and opportunities in a mature program



Benjamin Rivers
National Grid
Commercial Energy Efficiency Strategy



The basics...

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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

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When did we start and what did we offer?



How has the program done?

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-  It has helped thousands of businesses of all sizes reduce and control their electricity and gas consumption.
-  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?

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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?

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The RI Economy

“Credit worthiness”

Cost Effective vs. Cost
Efficient

Targeting

Upstream Lighting and other
structural changes

Saturation/transformation



Solutions...

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Size the program goal appropriately

Customer Directed Option (CDO) – Broader

Comprehensive Initiative – Deeper

Qualified lead creation

Advances in technology

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

It's on the table

Changing the ratio of incentive to financing

