

New Kid in Town: SEM Joins the Demand Management Family

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Agenda

- Addressing Behavior in C&I customers
- What is Strategic Energy Management?
- Delivering SEM
 - Compare approaches and talk about examples
- Getting SEM into mainstream
 - Challenges & Questions
- Making it happen

Behavior Programs for C&I Customers

Strategic Energy Management	One-on-One Consultative
	Cohort
Commissioning	Recommissioning
	Persistent Commissioning
	Industrial Recommissioning
Operations & Maintenance	Building Tune-up
	Training
	Building Occupant Training

What is Strategic Energy Management?

- Beyond capital upgrades
 - Efficiency as standard practice
 - Utility incentives
- Behavior modification for industry
 - Corporate/cultural level
 - Operational level
- System of practices
 - Reliable and persistent savings
 - Integrate energy into business practices



Industry is very diverse

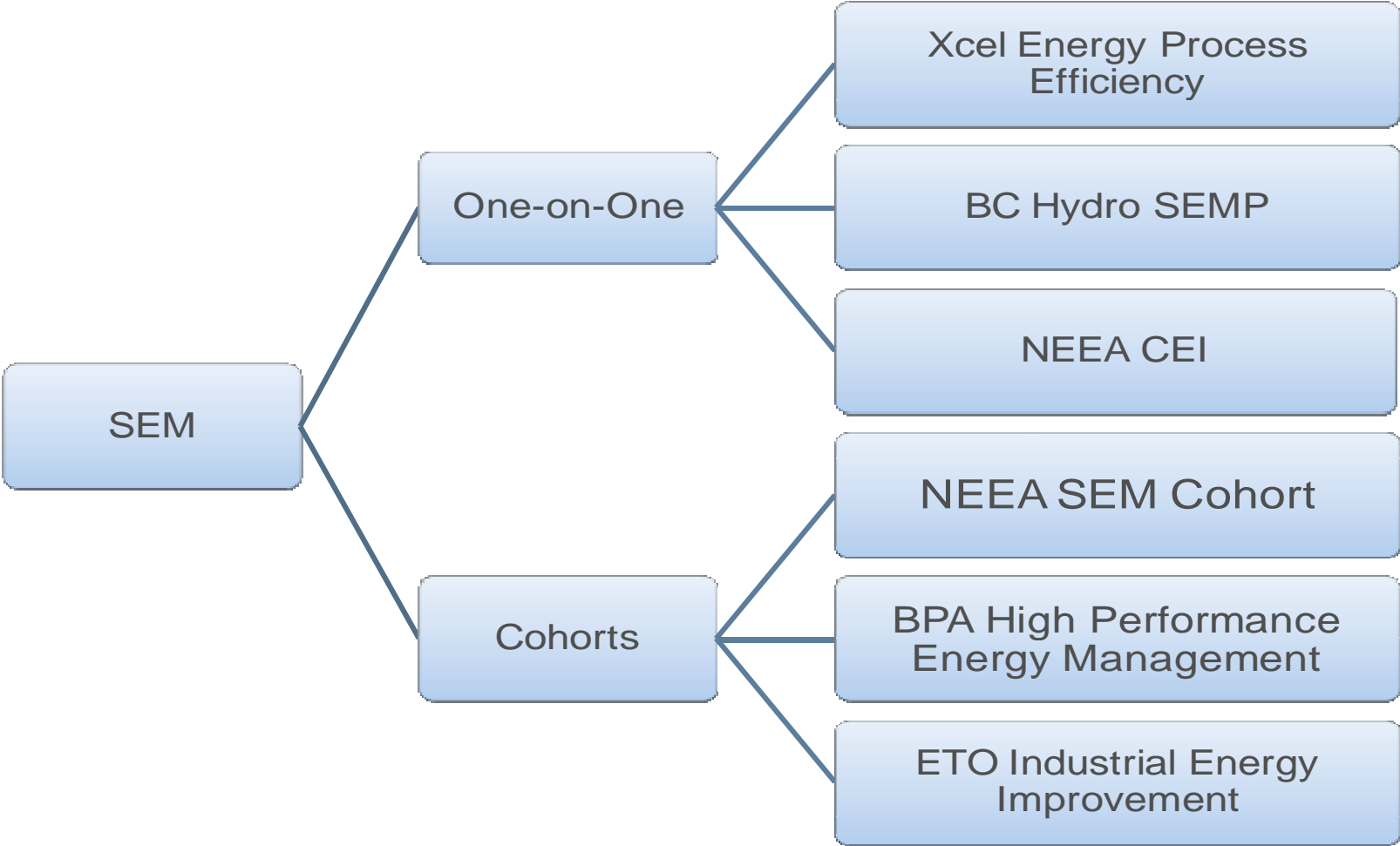


Custom projects are
de rigeur

Lots of opportunity
for savings



Delivering SEM



Comparing SEM Approaches

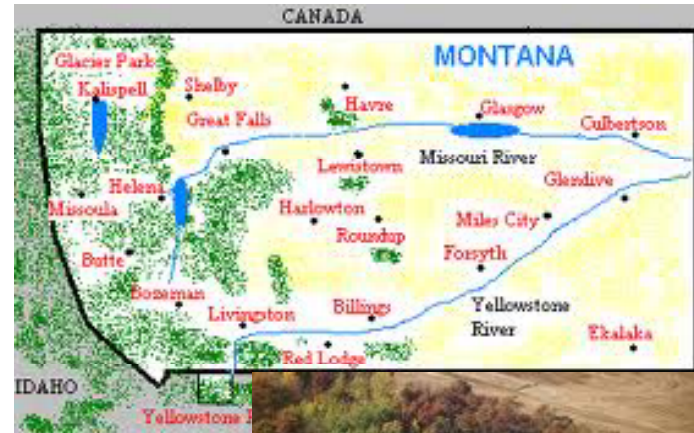
SEM Approach	Target Market Customer Group	Focus and Engagement Length	Data/Information
Cohort	Medium to Large customers	One year engagement	Excel-based analysis (energy, weather, production, etc.)
One on One	Large to very large customers	One to two year engagement	Excel or Web-based with more detailed energy information

One on One Approach

- **Xcel Energy - Process Efficiency Program**
 - Total energy use and business practices
 - 3 to 5 year custom implementation plan
- **BC Hydro - Sustainable EM Plan**
 - Very large diverse industry base
 - Funds Energy Manager to develop plan
- **NEEA – Continuous Energy Improvement**
 - Focus on Food Processors
 - Position energy as input to manufacturing process

Cohort Approach

- NEEA SEM – geographic cohort
- BPA HPEM – small industrial cohort
- ETO IEI – location cohort

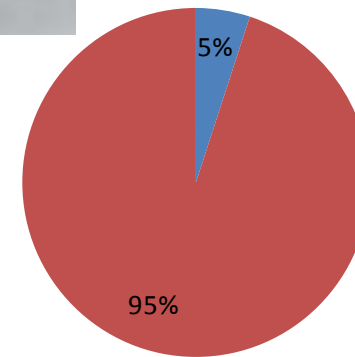


Challenges

- *Systematic tracking* - Transparency and data for evaluators
- *Estimating savings* - Standards (IPMVP) and guidelines (CA Standard Practice) add considerable credibility
- *Appropriate baselines* – Establish for each site
- *Double counting* – avoid criticism for over-inflated results
- *Field data* – savings become believable
- *Time & patience* – it doesn't happen overnight

Questions

- Real and distinct?
 - Behavior in industry – not equipment/process change
- Customers interested?
 - Tapping small number of potential participants
- Follow through?
 - *Once an SEM customer always an SEM customer*
- Reliable and consistent savings estimates?
 - Early indications are positive



Making it happen



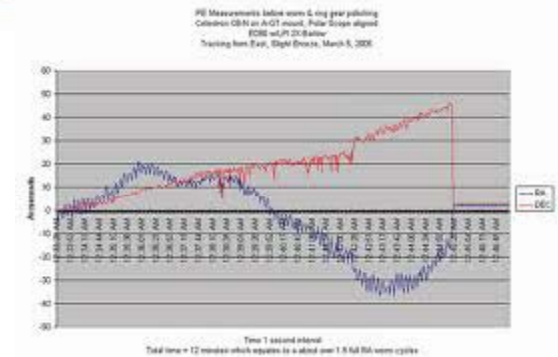
- Select target market
 - Corporate champion/employee culture

- Establish credible baseline
 - Essential to measure results

- Initiate active review process
 - Build into business processes

Engage good help and use it

- Technical, statistical, & sales expertise



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Save the Dates

Apr. 29-May 1, 2013

AESP's Spring Conference
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AESP's Fall Conference
Seattle, WA

Jan. 27-30, 2014

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