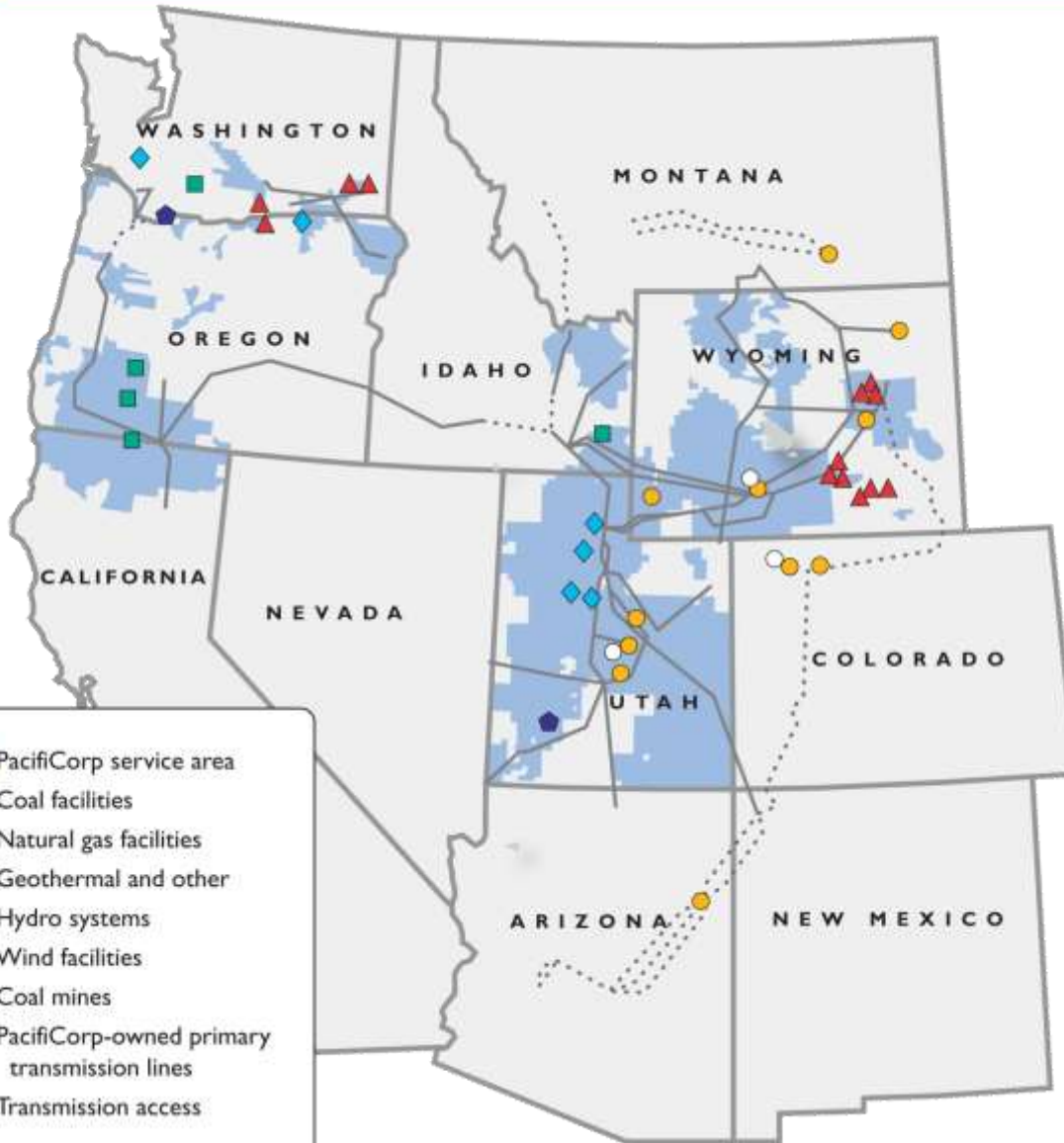


13th Annual SWEEP Workshop

**Increasing C&I Savings through Energy Manager Co-funding
and Trade Ally Support**

November 15, 2016





Pacific Power

- California
- Oregon
- Washington

Rocky Mountain Power

- Idaho
- Utah
- Wyoming



wattsmart Business Program

Commercial
Trade Ally
Network

Industrial /
Agricultural
Trade Ally
Network

Small
Business
Direct

Midstream
Distributor
Network

Custom
Projects

Energy
Project
Manager
Co-funding

Strategic
Energy
Mgmt.



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Strategic Energy Management

- 3 cohorts (10+ customers)
- 7 individual

Year	Projects	kWh	Incentives
2015	2	6,175,665	\$123,513
2016	4	>4,600,000	±\$105,000
2017	7	>7,300,000	±\$140,000

Energy Project Manager Co-Funding

Customer selects EPM to manage implementation of energy efficiency projects.



Requirement

- Identified projects with annual energy savings of at least 1,000,000 kWh.

Funding

- \$0.025 per kWh for savings delivered through the **watt**smart Business program.
- Co-funding is a maximum of 100% of approved salary.

wattsmart Business Program Incentives

Project Type	Incentive	Energy Project Manager Funding Eligible
Typical Measure	Prescriptive	Yes / \$0.025 per kWh
Custom Measure	\$0.15 / kWh	Yes / \$0.025 per kWh
Energy Management	\$0.02 / kWh	Yes / \$0.025 per kWh

EPM Co-funding

- 12 Energy Project Managers funded to date
- Over 50% SEM Participants

Segment	# of Co-funders	# of Projects Managed	kWh Savings	Average kWh Savings per Project
Com.	8	74	15,926,454 kWh	215,222 kWh
Ind.	4	27	11,746,718 kWh	435,063 kWh

EPM Co-funding

- Current open EPM engagements
 - 12 commercial
 - 10 industrial
- Repeat engagement common
- Pay for performance contractors have entered the fray



Industrial Trade Ally Network

- Farm and Dairy
- Compressed Air
- Irrigation (Pumps, Motors, VFDs)
- Other (i.e. Electric Submersible Pumps)



Industrial Trade Ally Network

- 2012 contracted out Ind/Ag TA management
- 18-24 months prescriptive rebates only
- 08/2014 began allowing custom
- 06/2016 adjustments made to scope due to “market transformation”

Small Industrial & Ag Challenges

- Incentives available, yet little uptake
- Customers pay in, but don't participate
- Customers have their hands full with competition, labor, pressing issues
- Different from lighting –savings harder to estimate (pumps, fans, compressed air, process)
- Almost no participation among these customers

Innovative Solution

- Multi-purpose engineers as single point of contact for customers & vendors
- These field engineers are business development managers, energy engineers, project expeditors, and educators rolled into one



**WALTERS FARMS AND PRODUCE
IN NEWDALE, IDAHO:**

- Since 2008 saved 326,000 kWh annually
- Saves \$14,600 a year in electricity costs
- Received \$175,000 in incentives

OPEN
Energy & Water Solutions

Harvest energy savings by the bushel.

Walters Farms and Produce doesn't just produce potatoes; they also produce energy savings. They have watched their efficiency grow by adding wattsmart® Business upgrades to their pump, fan and refrigeration systems. See how Rocky Mountain Power can help your business earn cash incentives for upgrading lighting,* HVAC, compressed air systems and more. To get started, call 1-800-222-4305, contact a participating vendor or visit wattsmart.com.

ROCKY MOUNTAIN POWER

Let's turn the growers on.

*These call us before you start your project.gov approval is required for lighting retrofit incentives.
Photo: Dan Aft, Jeffrey Walters and Steven Millard of Walters Farms and Produce with Tim Salzman from Rocky Mountain Power.

Innovative Solution

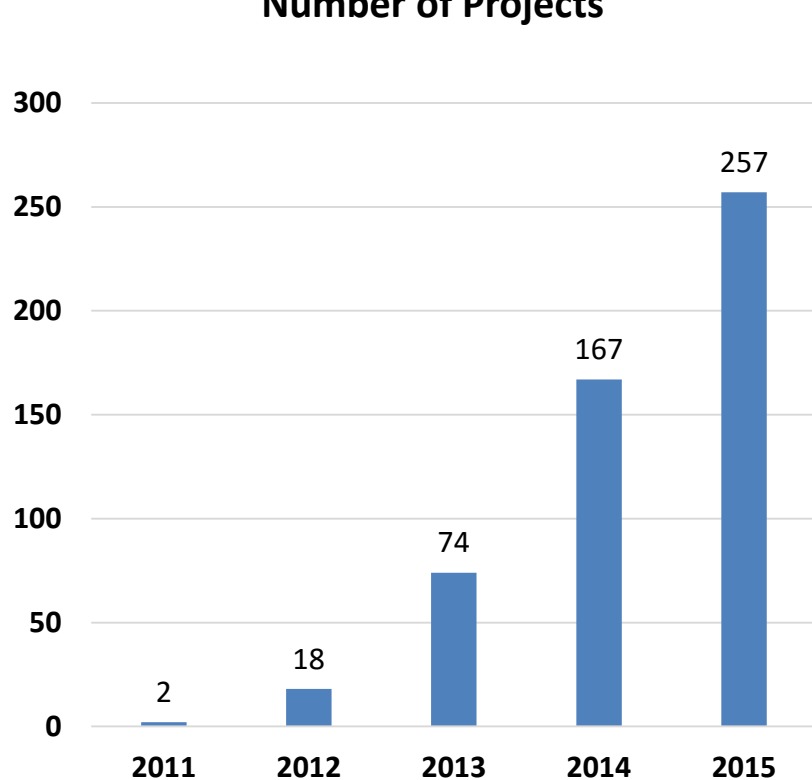
- Immediate savings & cost/benefit estimates – collapse long sequence of steps into just a few
- Highly supportive assistance through entire participation process
- Focus on building relationships with vendors, who become main source of leads

Industrial TA Lessons Learned

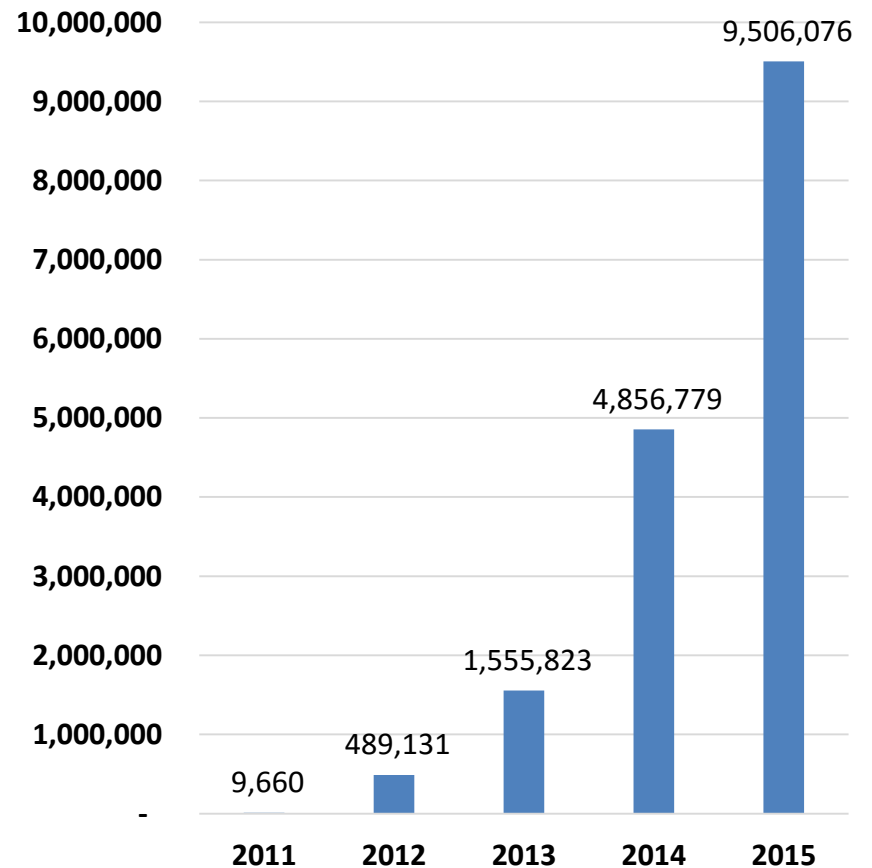
- Rapid growth in project count
- Build vendor EE capability through personal contact, training, working through skepticism
- Savings in hard-to-reach market segment
- Positive experience with utility

Rate of Projects & kWh

Number of Projects



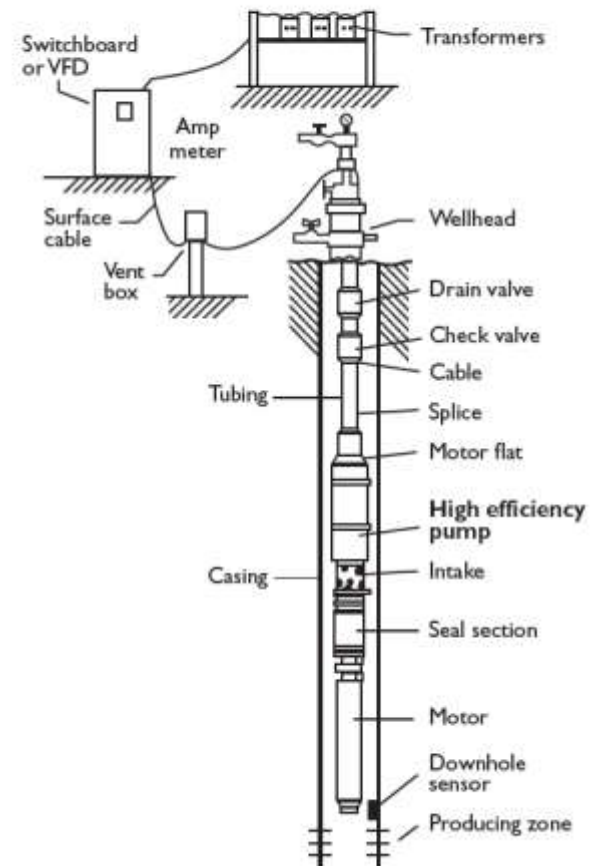
Total kWh Savings



Industrial TA Lessons Learned

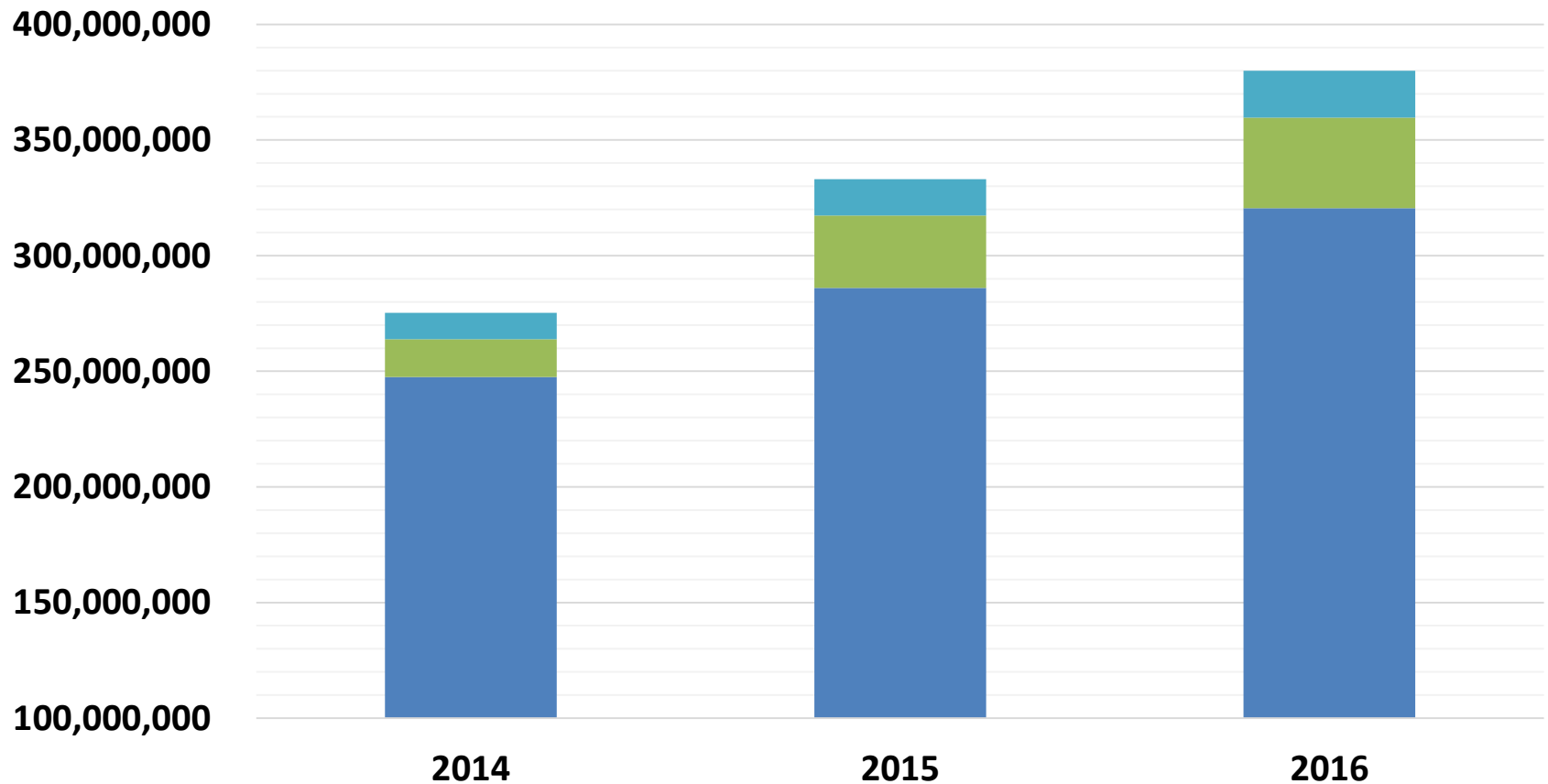
- Challenges
 - Demand can start to take on a life of its own
 - This could be termed a form of market transformation.
- Example: Electric Submersible Pumps

Electric Submersible Pumps



DSM Program Savings (kWh)

■ Utah ■ Idaho ■ Wyoming



DSM Program Savings

- How has this happened?
 - Brought added value to customers
 - Simplified Program Participation
 - EPM Co-funding
 - Trade Ally Options
- Administrative Changes
 - Simplified Program Participation
 - New program manual
 - Streamlined M&V structure

Questions?