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Focus on Energy

Non Utility Administrators

Who are we

- State programs and “Efficiency Utilities”
 - Typically cover an entire State (WI, VT, NY, OR)
 - Typically funded by a systems benefit charge
 - Typically established by legislative acts
- Regional Market Transformation Organizations
 - Member organizations that cover regions
 - Typically not under direct regulatory oversight
 - Act as a coordinating entity or work to influence policy within their regions

Compared to Utilities

- Similarities
 - We have regulatory oversight from the PUC
 - We must meet some type of Cost Effectiveness
 - We need to be able to verify savings
 - We have accountability for Net energy savings
- Differences
 - We are strictly in the energy efficiency (and Renewables) game - we don't generate or sell electricity and we do not do demand response
 - We do not have direct access to the customer in the same way the utility does

Compared to each other

- Similarities
 - We all have 3rd party administration
 - We serve electric customers and some combination of other fuels
 - We have a little more flexibility to try new approaches
 - We have 3rd party evaluation
 - We serve a specific state
- Differences
 - Some run in markets where utilities are also running programs
 - Some are more driven by politics than others
 - Some face limitations on marketing or amounts that can be spent on market research
 - Some get credit for spillover and others do not
 - Some have additional oversight by a Board of Directors
 - Some administration is chosen through a competitive bid

Barrier to Behavioral Based Programming

- We are a timid industry – we have not tried to use the tools commonly used in other markets even though they are proven to work
- Our regulators often need proof before we can get approval – creating a chicken and egg scenario
- The need to maximize energy savings limits investment in market research and unproven “pilots”
- Politics

What we need

- We need to be able to verify that a behavior change can result in quantifiable and persistent energy savings
- We need to be able to attribute the change (at least in part) to program activities
 - Justify the cost/investment
 - Ensure that the program investment was responsible for the change in behavior

What we need continued

We need to understand how to modify what works in other industries to fit this industry.

We need to better understand our customers and our target audience:

- What motivates people to make efficiency improvements
- What messages resonate
- What segments should we focus on – what is the message

We need to be able to do more sophisticated market research

Forays into Behavioral Programs

- Blue Line Monitor Studies
- Savings credits for participants in Building Operator Certifications
- Home Energy Certificate - Energy Trust of Oregon
- Community based strategies
- More active market research – investing more in understanding customers and how to reach them
- Home Energy Reduction pilots – using pledges and goal setting