

Strategic Energy Management



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Keys to Behavioral and
Operational Change

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Strategic Energy Management

- “New” approach to energy efficiency
 - Not widget based
 - Holistic
- Minimum requirements
 - Customer commitment
 - Planning and implementation
 - Measurement and reporting of energy performance
- Energy Trust of Oregon Programs
 - Two pilot programs, multiple approaches



The Energy Trust SEM Pilot Program

- Cohort track
 - Training Workshops
 - Opportunity Assessments
 - MT&R Coaching
- Individual track
 - “Menu” approach tailored to each participant
 - Opportunity assessments,
 - organizational assessments,
- Both approaches receive technical assistance and are eligible for incentives based on savings



The Energy Trust SEMi Pilot Program

- SEMi = SEM lite
- Target customers that had multiple similar buildings
- 14 week timeline
 - Recruitment
 - Energy Day
 - Apply findings to other sites
- Two participants, one completed projects



Key #1—Time

- SEM cannot be rushed
 - SEM requires time to coordinate
 - SEM requires participation from multiple levels within an organization
- SEM requires time to complete projects
 - 12 week timeline for SEMi program was insufficient to complete projects, even once they were identified



Key #1—Time

- SEM seeks to fundamentally change and organizations view of energy
- Must overcome internal organizational barriers
 - The way things are done is the way they are done!
 - This will be too much work
- Need time to learn and grow organically
- Time to reinforce good habits
- Time to see results



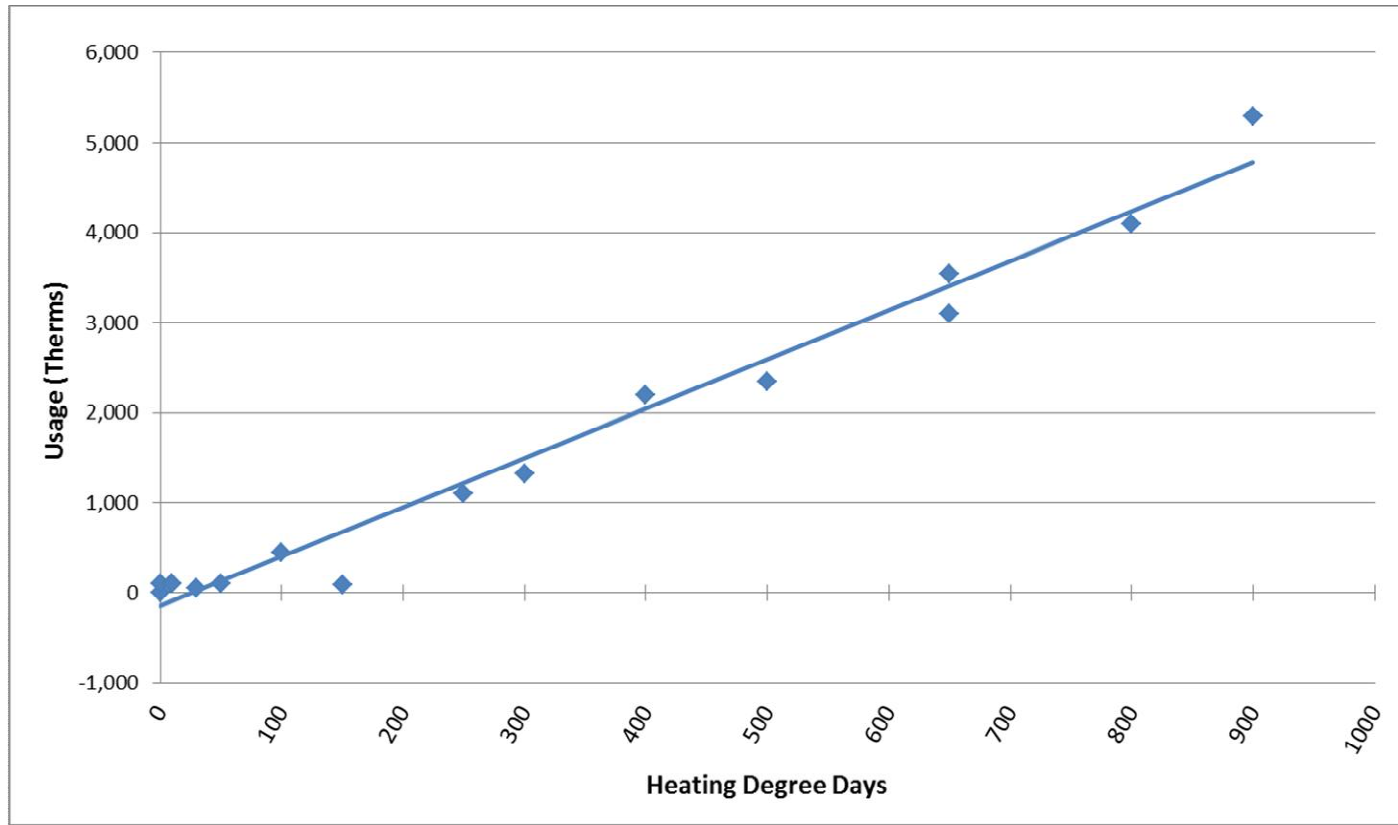
Key #2—Effective Communication

- All methods were effective at helping participants understand energy usage
- Cohort approach was more cost effective at generating savings
- Participants responded well to cohort approach
 - Discussions with other participants



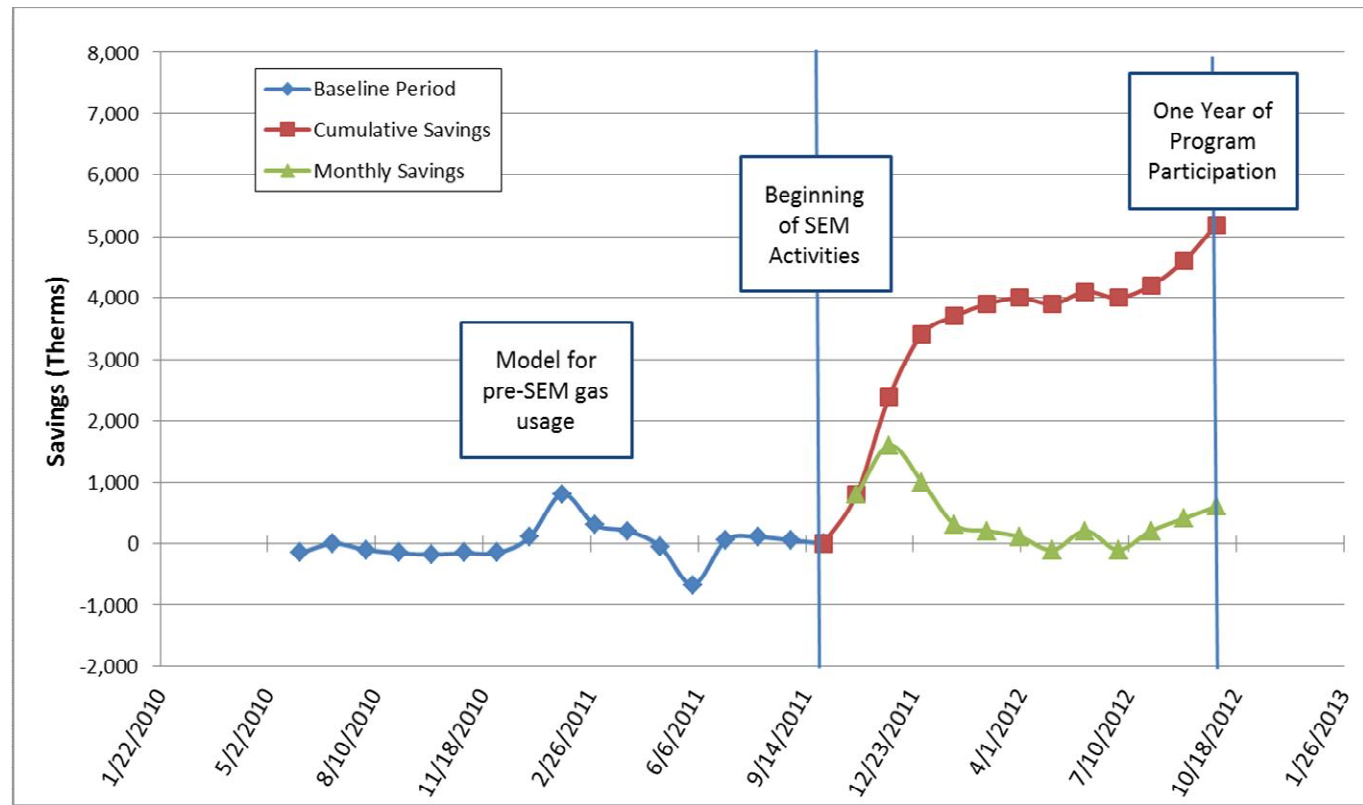
Key #3a—Regressions

- Regressions are effective at identifying savings



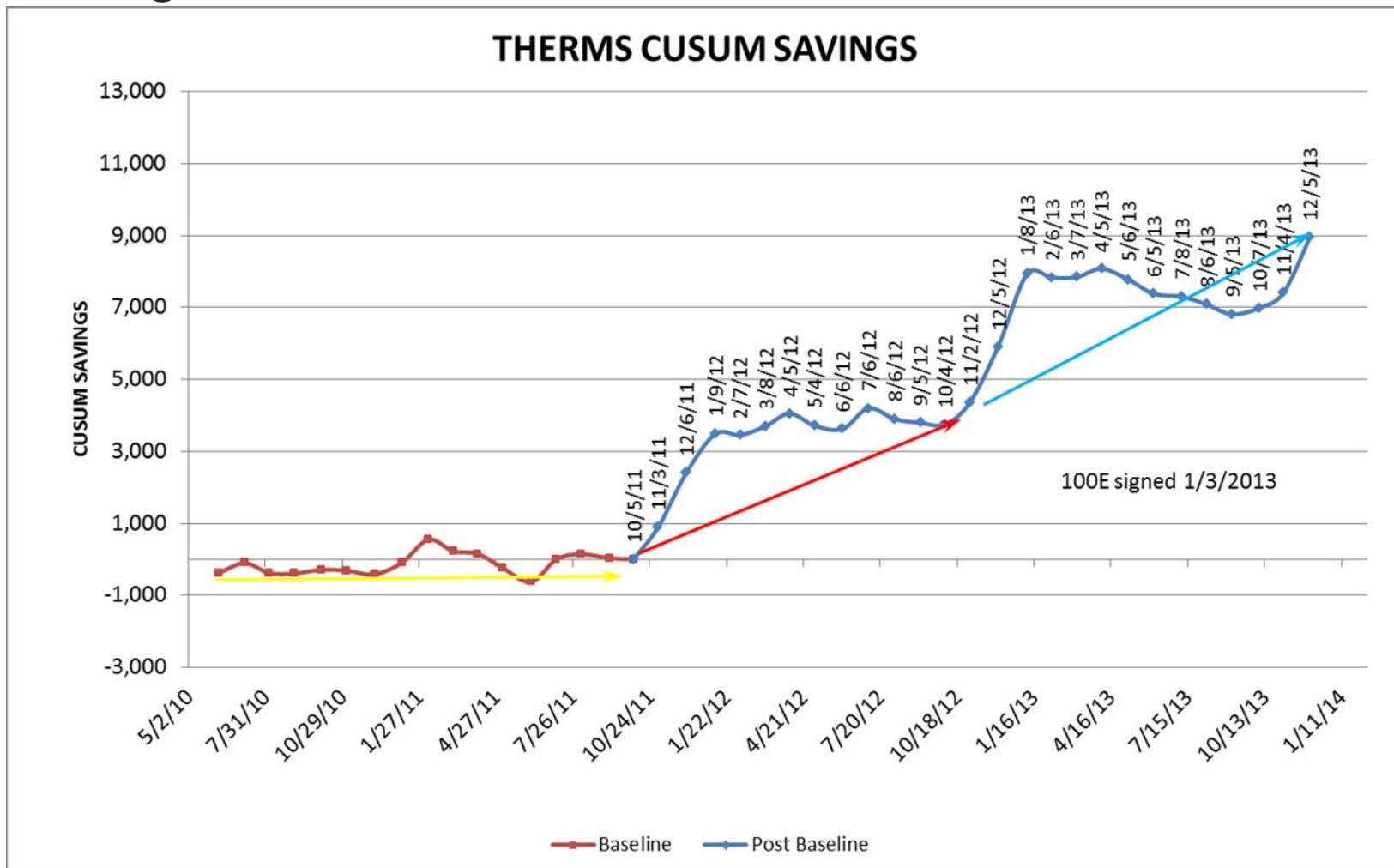
Key #3a—Regressions

- CUSUM analyses are effective at identifying & presenting savings



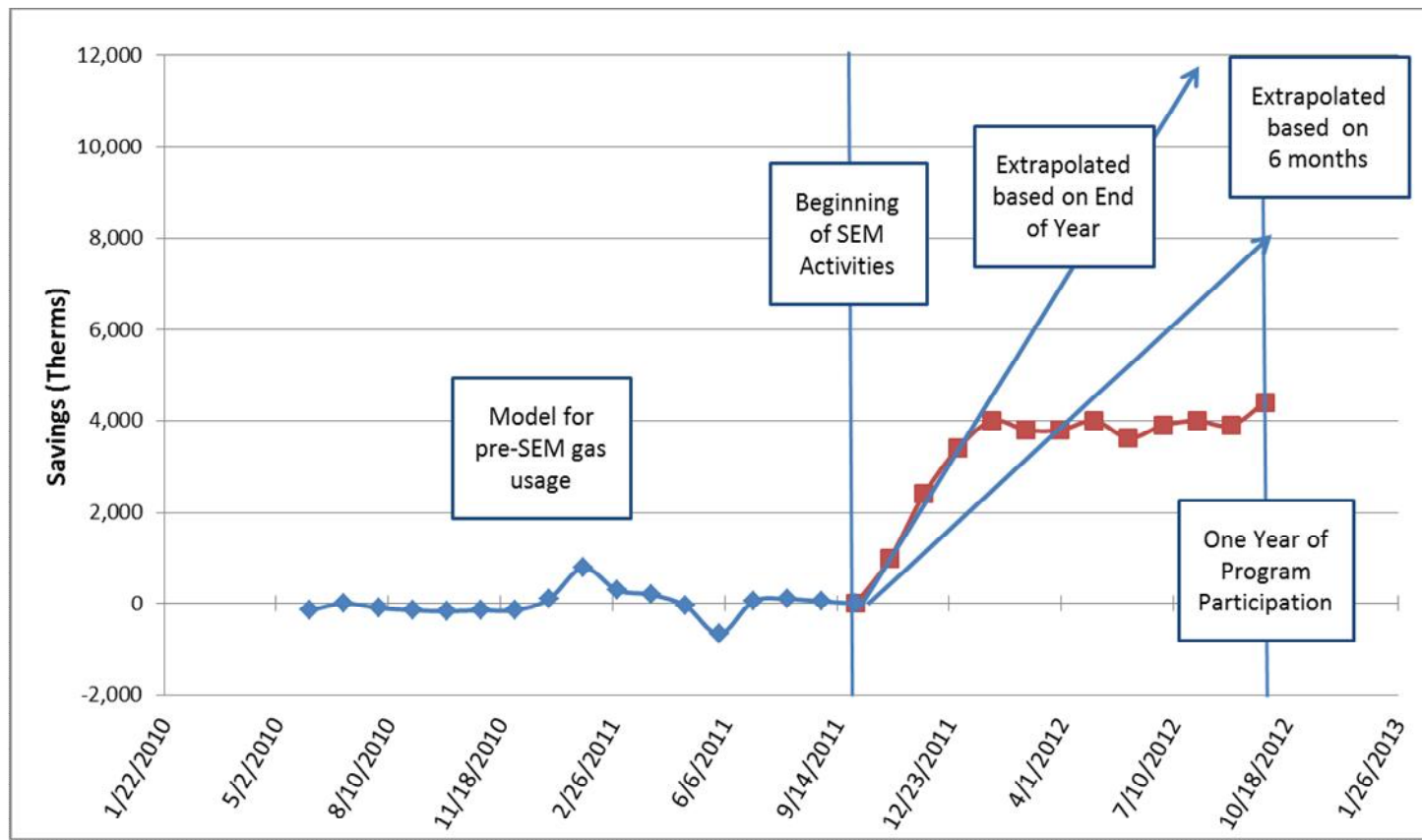
Key #3a—Regressions

- Regressions must be clear



Key #3c—Regressions

- Extrapolation is dangerous!



Conclusions

- SEM programs are fundamentally different than conventional energy efficiency programs
 - Not one and done
- With the appropriate approach SEM can help customers generate significant on-going savings
 - Participants continue to identify improvements long after program is done



The end

