Strategic Energy Management

Keys to Behavioral and Operational Change

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- “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