Achieving Targeted SMB Savings Using AMI Data

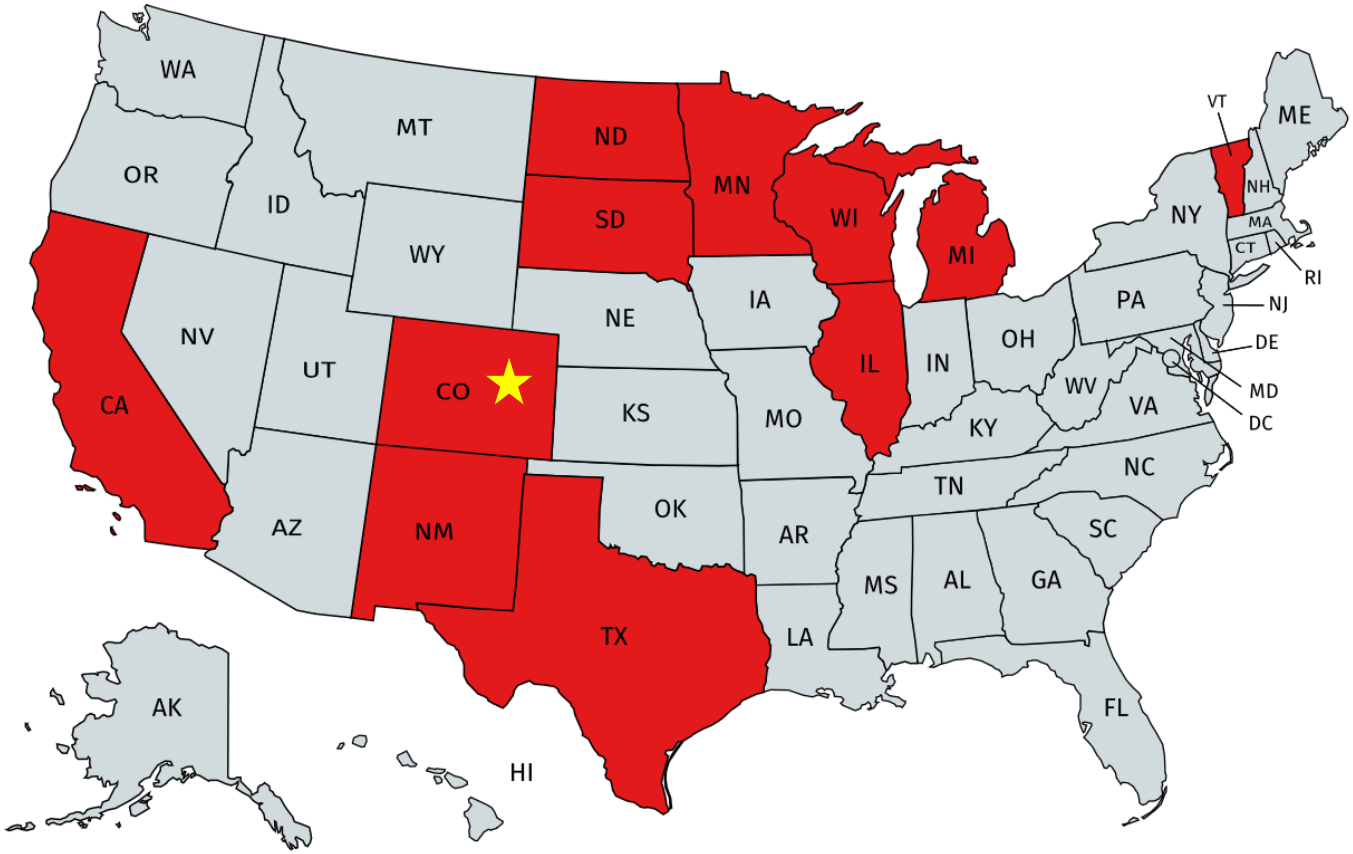
Peter Widmer, Power TakeOff

Agenda

- About Power TakeOff
- ComEd SMB MBCx Program Review
  - Program Design
  - Prospecting
  - Outreach
  - NMEC/M&V 2.0
  - Results

Power TakeOff

- 12 Years of utility program management
- Customer experience and efficiency services

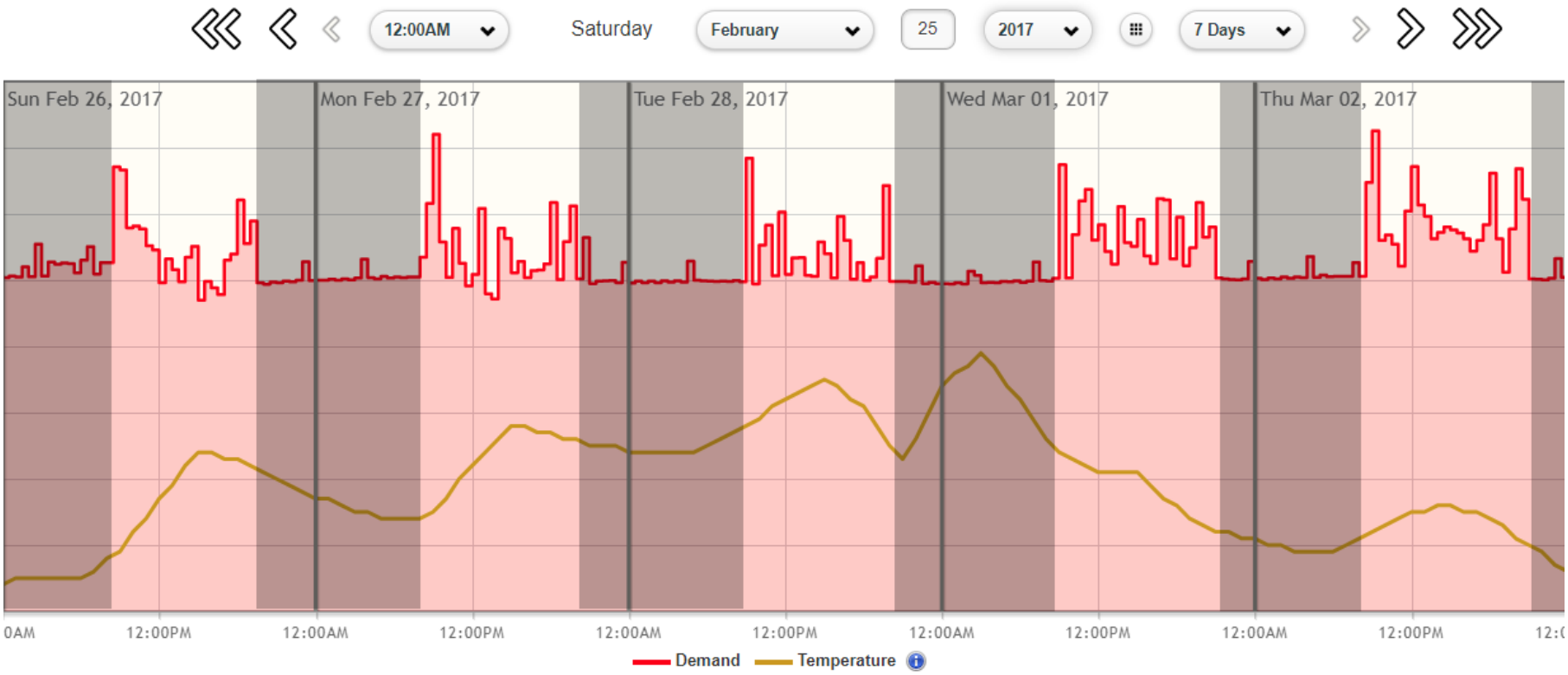


Power TakeOff

- Non-residential market
  - SMB to large key account customers
  - All industries and building types
- Utilize data to drive energy efficiency
- Relationships powered by software
  - Virtual yet custom – targeted yet mass market

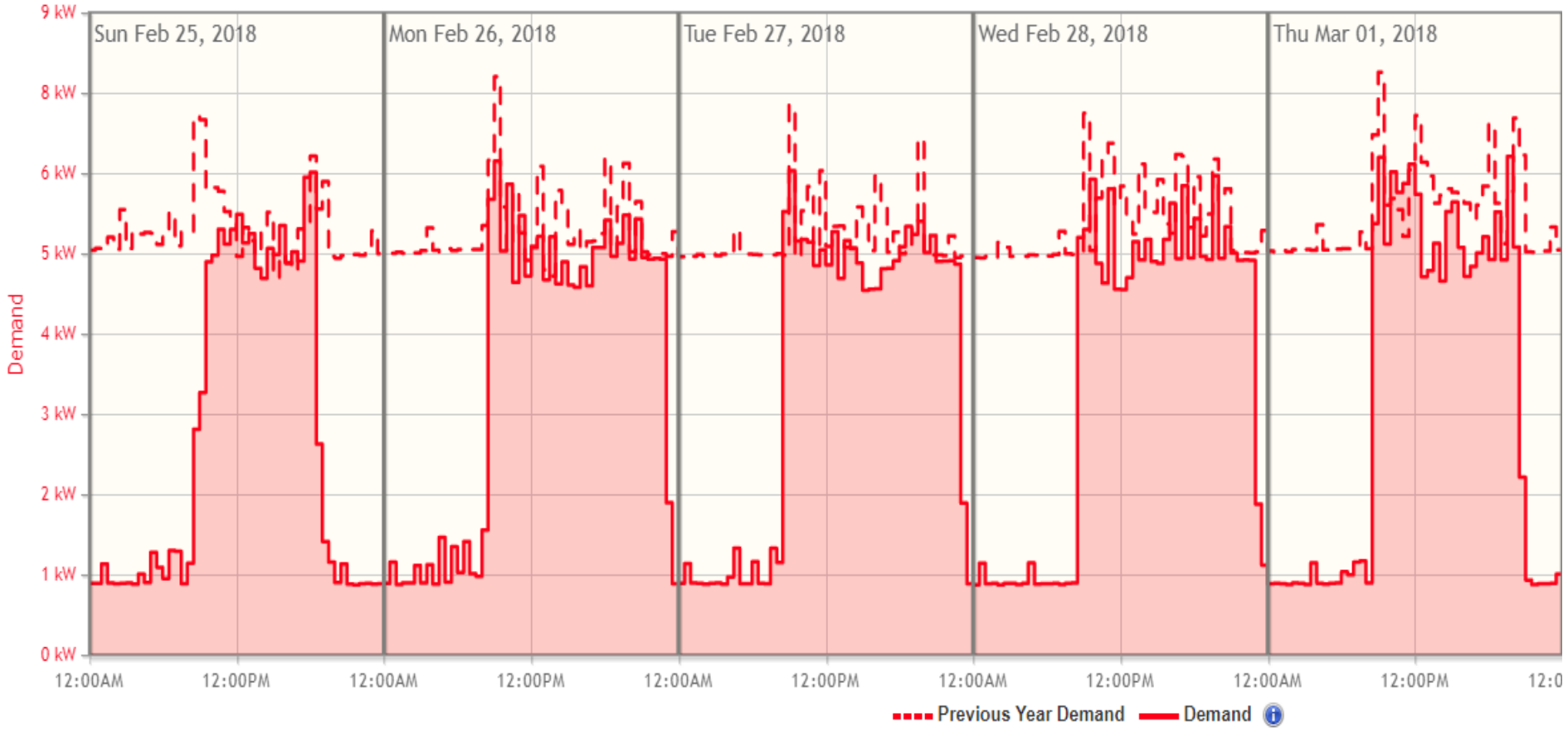
Participant Example – Retail Store

Pre-Adjustment (Baseline) Data with Unoccupied Hours



Participant Example – Retail Store

Post Participation M&V Data



ComEd Program Review

2018 Program Objectives

‘Operational’ kWh Savings

EE Sales Support

Demonstrate AMI Investment

Hard to Reach Portfolio Fit

Program Design Overview

1. MBCx Operational Savings
2. Virtual model
3. Pay for Performance reimbursement
4. M&V 2.0 Evaluation

Data Driven Prospecting

Goals

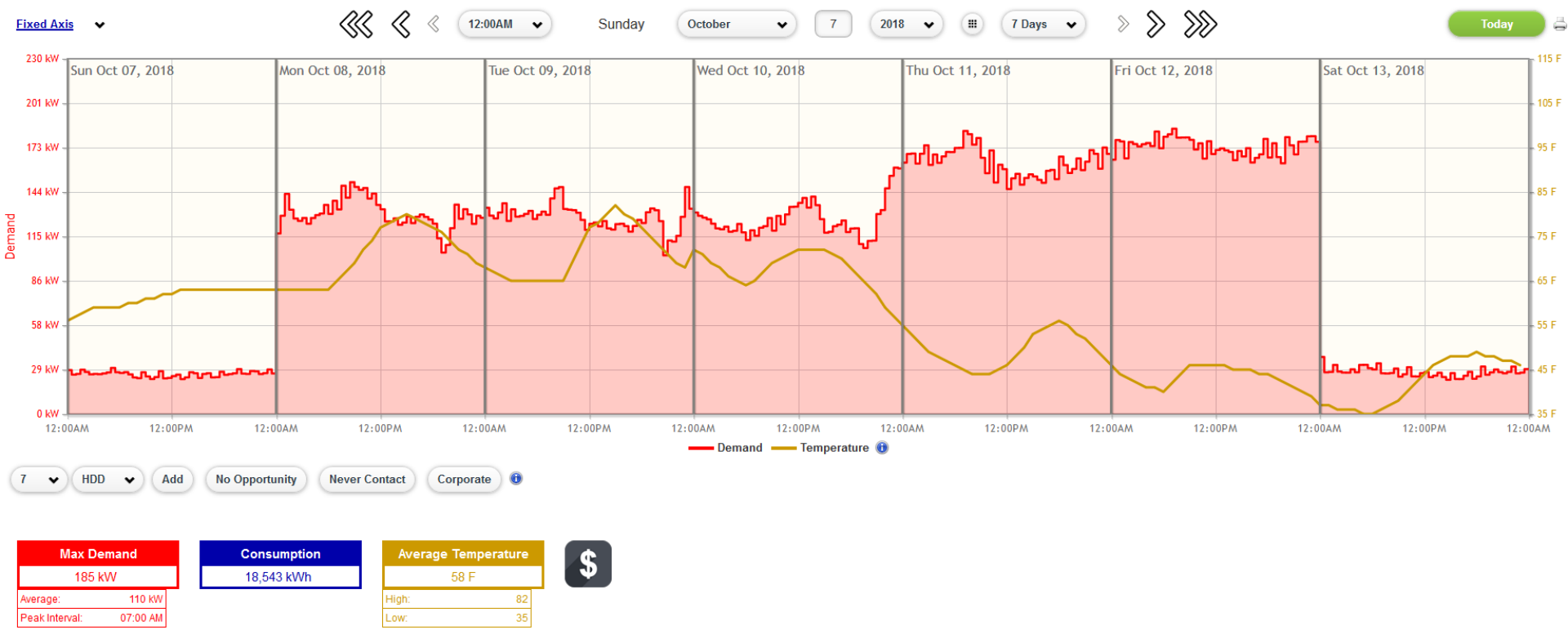
- Reduce/eliminate marketing costs
- Create automated, repeatable approach

Solved Outcome

- Analyze data for unexpected usage
  - High load factor or energy usage intensity
  - Large, sudden increase in usage

Participant Example – School

Pre-Adjustment (Baseline) Data



Max Demand	Consumption	Average Temperature
185 kW	18,543 kWh	58 F
Average: 110 kW		High: 82
Peak Interval: 07:00 AM		Low: 35

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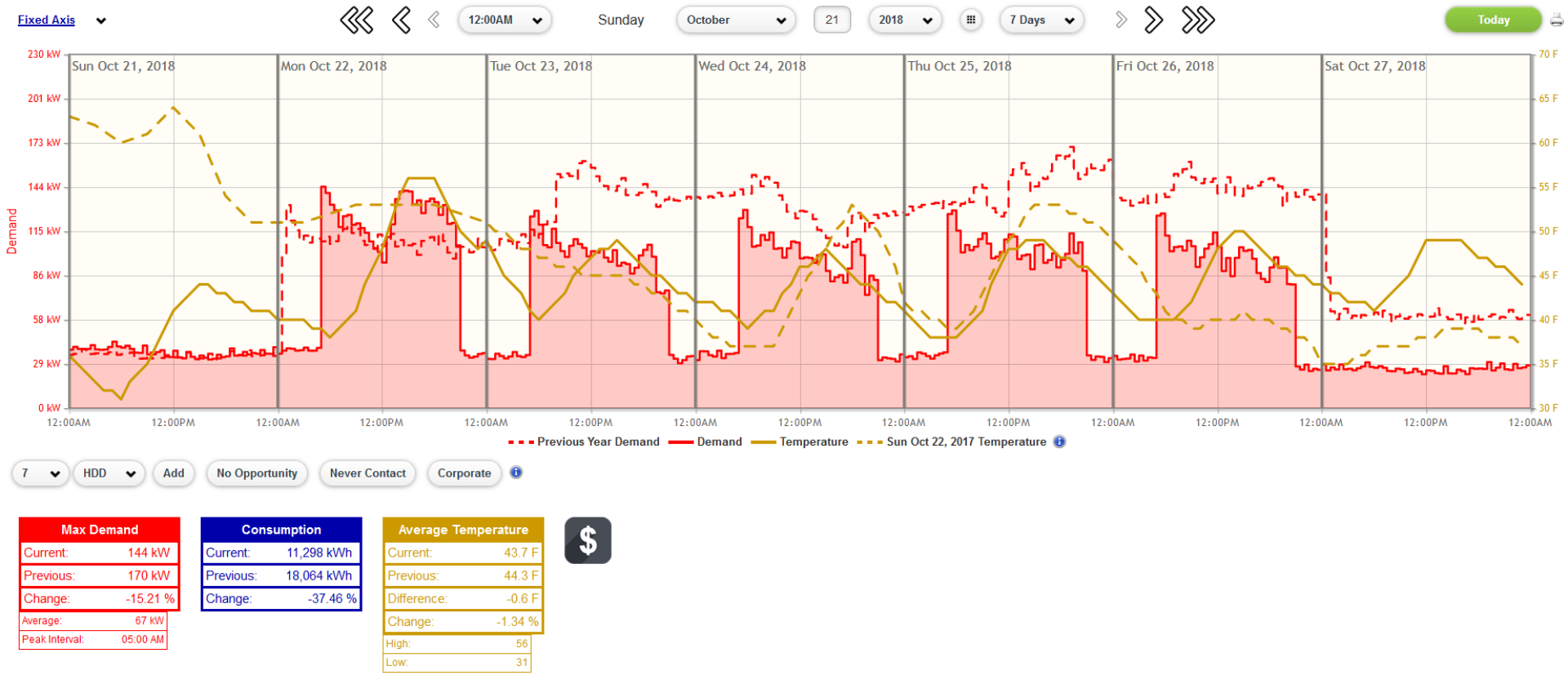
Direct Delivery Communication

- Virtual, outbound phone and email
  - No automated communication
- Operational solutions
- Key Account Manager service for SMBs
  - SMBs seek a person, not a system, to trust
  - DSM program referrals

Participant Example – School

Post-Adjustment (M&V) Data



Max Demand	
Current:	144 kW
Previous:	170 kW
Change:	-15.21 %
Average:	67 kW
Peak Interval:	05:00 AM

Consumption	
Current:	11,298 kWh
Previous:	18,064 kWh
Change:	-37.46 %

Average Temperature	
Current:	43.7 F
Previous:	44.3 F
Difference:	-0.6 F
Change:	-1.34 %
High:	56
Low:	31

37% (7,000 kWh) weekly difference in electric usage

Quantifying Operational Savings

- NMEC, M&V 2.0, Advanced M&V, etc.
- M&V methodology developed with Navigant
- Fully transparent modeling approach
  - All data and calculations provided to evaluator
- IPMVP Option C linear regression approach
- Invoice once data sufficiency established

Program Design Benefits Review

- SMB market solution
  - Quick, simple
- Builds a relationship between SMB and Utility
- Low risk model (customer + utility)
  - Pay for performance
- Scalable to meet DSM Portfolio shortfalls
  - Steady increase from 2.5 to ~6.5 million kWh

Summary Findings

- Analytics lower costs
- Complementary to other RCx offers
- Great SMB introductory step to EE
- DSM lead generation tool opportunities
- Demonstrated customer value of AMI to PUC

Thank You

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