NH Energy Efficiency Resource Standard

Three-Year Program Plan

Review of

Large Commercial and Industrial (C&I) Program

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February 20, 2017

Desired Outcomes (Overall, Not Program Specific)

- Increase program yields

- Serve more customers

- Increase customer savings

- Further develop and expand NH's product and service provider infrastructure

- Result in sustained, orderly market development

- Stimulate private investment and the use of new financing approaches

- Increase awareness of the job creation and economic development impacts of EE

Characteristics of a Successful Industrial Program

- **Inspire the Customer and Offer Value**
  - Market Segmentation
    - Penetration
    - Identify the underserved - (Energy savings + Incentives) / SBC = ROI
  - Energy Management
- **Peer to Peer Opportunities**
  - Sector
  - Geographic
  - Technology
- **Motivated Supplier Base**
  - Clear and repeatable incentive structures
  - Upstream incentives
  - Pay for Performance
- **Cross Cutting Technologies**
  - Capital Equipment
  - O&M
  - Behavioral

Best Practices for Achieving Success, and Why

- **Engagement through increased customer value**
  - Team approach offers more touch points
    - Account Management
    - Technical Consultation
  - SEM broadens the conversation and influence
  - Peer to Peer Sharing Opportunities enable best practice sharing
- **Aggressive programs that engage the trade allies**
  - Service providers can help drive business
  - Vendor's access to the customer
- **Clear offerings for cross cutting technologies**
  - Compressed air
  - VFDs
  - Dust Collection
  - Emerging

Suggestions for NH

- **Industrial Customers**
  - SEM
    - Assistance in strengthening a business's energy management focus
    - Assistance in engaging their employees in being more mindful of energy efficiency while at work
    - Opportunity to attend workshops or treasure hunts with their peers focused energy management practices**.**
    - EMIS Opportunity to visualize their energy use
  - Peer to Peer Best Practice Forums
    - Sector
    - Geographic
    - Technology
- **Utilize the Service Provider Networks**
  - Clear messaging for incentives
    - VFD Initiative - $ per horsepower
    - RetroCx program with structured framework
  - Pay for Performance
    - CAS Audits + Implementation