

How to Win New Business with Utilities

**Matt Leckey, Rachel Buckley,
Jordan Tobey, and Gabe Cuadra**



E Source

Web conference

Today's agenda

Why E Source as the instructor?

Journey to win utility business

How E Source can fill in the data gaps

Next steps

Q&A

Today's speakers



Matt Leckey

Director, Business Development
E Source



Rachel Reiss Buckley

Senior Director, Customer Energy Solutions
E Source



Jordan Tobey

Manager, Data Products
E Source



Gabe Cuadra

Senior Data Analyst
E Source



**Who is
E Source?**



We understand utilities because we've made them our business for more than 30 years.

We work with thousands of utility employees and senior leaders across the US and Canada.



We serve ...



100%

of the top 10
largest utility
operating
companies by
revenue

67%

of the top
100 utility
operating
companies by
revenue

60%

of the top
100 IOUs

80%

of the top
10 munis

Solution provider client list



Persona introduction

- Sells solutions to utility demand-side management (DSM) teams within utilities
- Needs to find business targets by identifying:
 - Which regulatory environments are ripe for business
 - Which utility portfolios have the most opportunity
- Wants to understand utility DSM goal achievement to enable them to promote their services



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Meeting your data needs to win new utility work



Track filing dates

Find RFPs

Review current programs

Identify incumbent providers

Check measure inputs

Check previous performance

Study previous recommendation

Win work



DSM portfolio cycle

2

Implementation

Program delivery

Marketing and advertising

Continuous program
improvement

1

Planning

Benchmarking

Portfolio revisions

Delivery approaches

Emerging technologies

Regulatory relations
and compliance



3

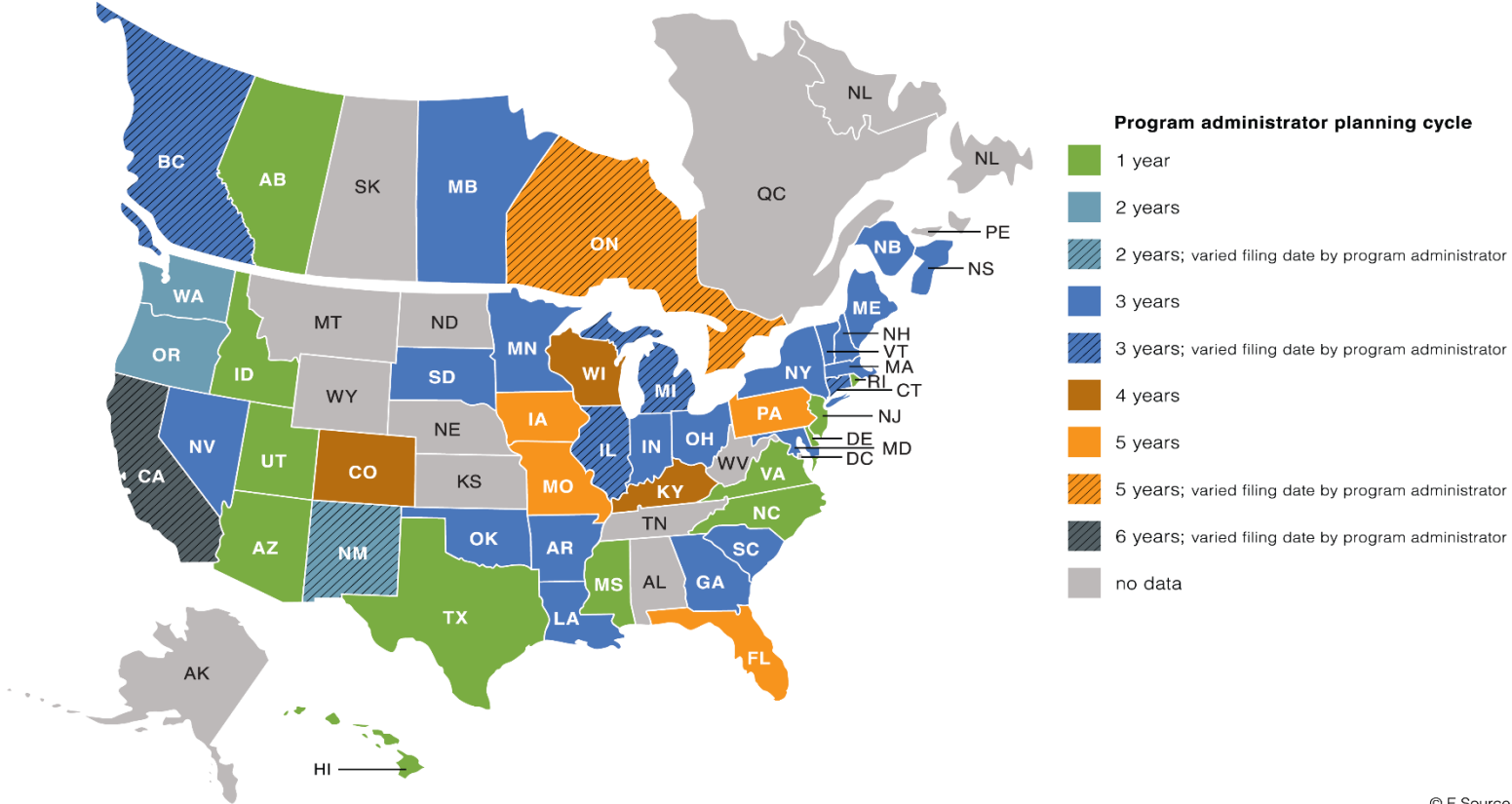
Evaluation

Measurement and verification

Research and benchmarking

Process and impact evaluation

How long does this take?

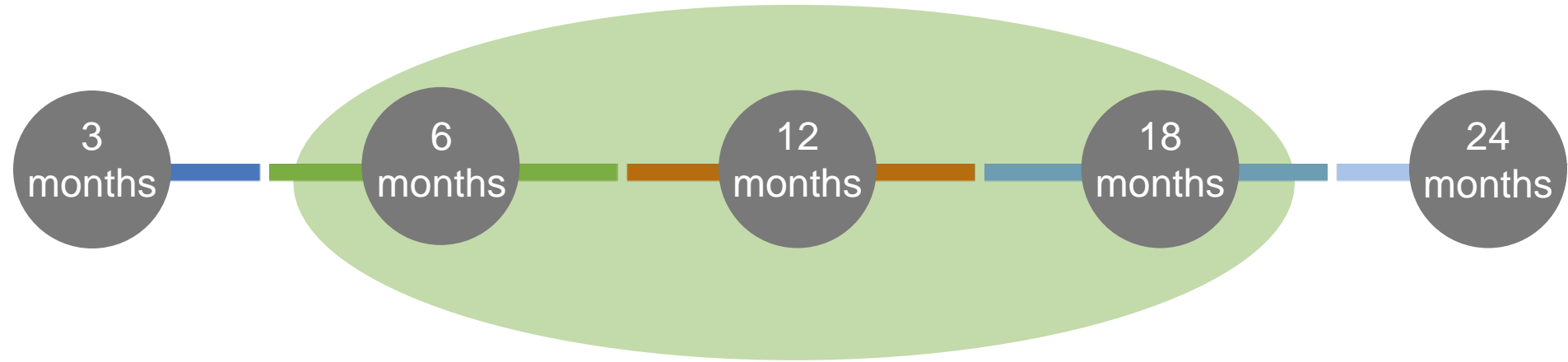


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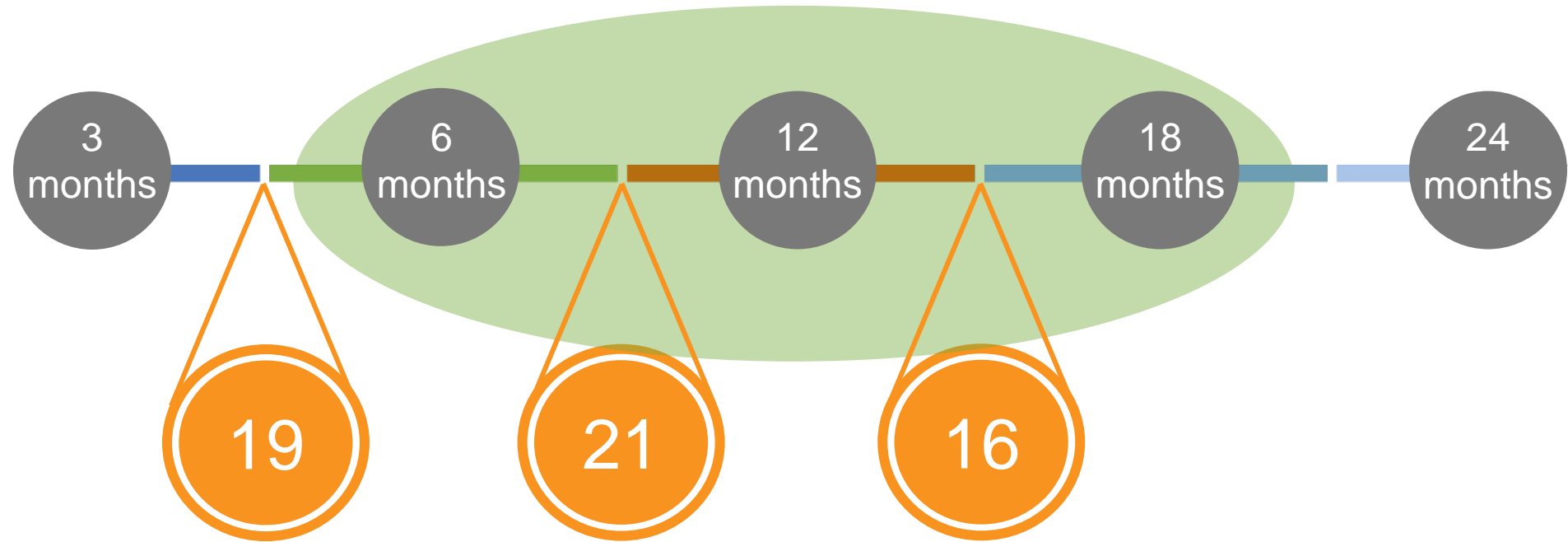
DSM portfolio timeline



Sweet spot



Number of program administrators in the sweet spot



Other considerations



What do they spend their budgets on?



How well are their programs performing?



Do they have a provider they're already working with?



How comprehensive is the portfolio of programs and measures?

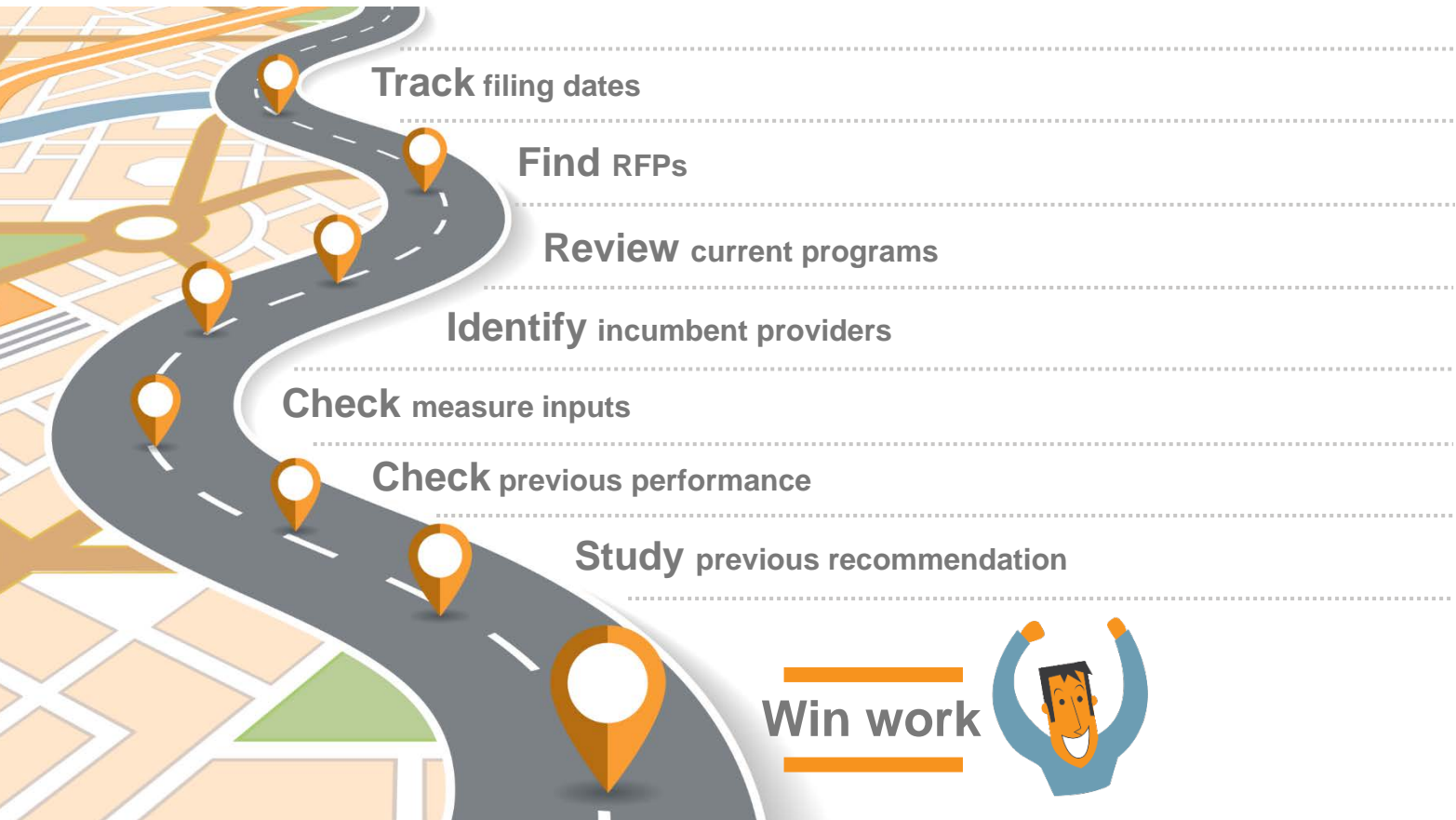
E Source data products



The data you need
to make smart decisions

Information at your fingertips

Meeting your data needs to win new utility work



Our tools provide the intel you need



➔ Program and portfolio performance from regulatory filings



➔ Program input data from technical reference manuals



➔ Program profiles from utility websites








➔ Repository of impact and process evaluations



➔ Library of requests for proposals (RFPs), requests for information, and requests for quotations related to energy efficiency and demand response

DSM tools at a glance

					
Intent	Open and historical RFPs	Program inputs	Program profiles	Program and portfolio results	“Why” behind results
Measure attributes		✓			
Baseline assumptions		✓			
Incentives			✓		
Measures			✓		
Results				✓	✓
Spending				✓	
Source	Utility RFPs	Technical reference manuals	Utility websites	Filings	Impact and process evaluations

How the tools fit together for portfolio development

- How much savings are they planning for each measure to get to the program estimates?
- How well does that program perform?
- How much are they planning to spend and to save with that program?



- Who else already has a program with that measure?
- What incentives do they provide for the measure?
- Why did the program design change course?
- Why did the program perform the way it did?



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“

I want to determine which utilities with direct install programs are filing in the next 6 to 18 months.

See who's filing and when



Find Opportunities ▼

Provider Mentions

DSMi+EIA

EIA Insights

vs. Plan

\$

MWh

Therms

\$ per

Top10

Dockets - Documents

Performance

Cycle

Start Here, Filter Data

Below Goal Programs

Least Cost-effective Programs

Who's Spending the Most?

Who's Filing Soon?

Expected Program Plan Filings

State/Province	Program Administrator	Current Cycle Years	Cycle End Date	Expected Plan Date	Prior Cycle \$ MM	Days to Plan	Link to Docs
AZ	Arizona Public Service	1	Dec 31 2019	Sep 1 2019	\$13.8	188	doc list
IN	Indiana Michigan Power	3	Dec 31 2019	Sep 1 2019	\$7.7	188	doc list
LA	Entergy New Orleans	3	Mar 31 2020	Sep 29 2019	\$3.7	216	doc list
IL	Ameren Illinois	3	May 31 2020	Sep 30 2019	\$79.9	217	doc list
	ComEd	4	Dec 31 2021	Sep 30 2019	\$242.7	217	doc list
	Nicor Gas	3	May 31 2020	Sep 30 2019	\$12.0	217	doc list
	North Shore Gas	3	May 31 2020	Sep 30 2019	\$2.8	217	doc list
	Peoples Gas	3	May 31 2020	Sep 30 2019	\$37.2	217	doc list
NB	New Brunswick Power	3	Mar 31 2021	Oct 1 2019	\$19.9	218	doc list
NY	PSEG Long Island	1	Dec 31 2019	Oct 1 2019	\$6.9	218	doc list
WA	Avista - WA	2	Dec 31 2017	Nov 1 2019	\$0.4	249	doc list





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Can you help me determine which utilities are issuing RFPs for direct install programs?

Search direct install RFPs

Status

× Open

Requisition Type

- Any -

Category

- Any -

Market segment

- Any -

State or province

- Any -

Administrator

- Any -

5 results found for ""direct install""

Sort by: Relevance

Your selections: Open

Only Show Me...

new updated

Idaho Power Small Business Direct Install Energy Efficiency Program
Close Date: March 5, 2019
For more information and RFP files, contact Jaimy Adams, jadams@idahopower.com.
For more information and RFP files, contact Jaimy Adams, jadams@idahopower.com. ...

Efficiency Maine Request for Proposals for Home Energy Savings Program and Low-Income Initiatives EM-066-2019
Close Date: February 25, 2019
The Efficiency Maine Trust (the Trust) seeks a qualified bidder or team of bidders to administer its Home Energy Savings Program (HESP) and Low-Income Initiatives. HESP is a market-based program that provides rebates for weatherization, ductless heat pumps, and certain heating systems (geothermal

Access an RFP



Efficiency Maine Request for Proposals for Home Energy Savings Program and Low-Income Initiatives EM-066-2019

Close Date February 25, 2019

Release Date January 15, 2019

Administrator Efficiency Maine

Requisition Category Administration services, Quality assurance services

Geography ME

The Efficiency Maine Trust (the Trust) seeks a qualified bidder or team of bidders to administer its Home Energy Savings Program (HESP) and Low-Income Initiatives. HESP is a market-based program that provides rebates for weatherization, ductless heat pumps, and certain heating systems (geothermal and biomass boilers and furnaces). The Low-Income Initiatives include mail-in rebates (e.g., weatherization and ductless heat pumps), direct install (e.g., heat pump water heaters), and direct mail initiatives promoting energy-saving Do-It-Yourself (DIY) kits (e.g., LEDs, aerators, and showerheads).

Download Files

In order to access the requisition documents below, you must agree to the terms of use and select the checkbox to enable the links.

Terms of Use

You agree to abide by all confidentiality and copyright notices in these documents, that you will only use them for lawful purposes, and that you won't repost or redistribute copies of them.

I have read and agree to the terms of use

Requisition file

RFP

Supplementary files

- Attachment A - Proposal Cover Sheet
- Attachment B - General Services Agreement
- Attachment C - Project Cost Form

External link(s)

- <https://www.energymaine.com/opportunities/>
- <https://www.energymaine.com/rfp-em-006-2019/>



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Which program administrators already have direct install programs, and what measures do they include in those programs?

Search for direct install programs

Filter by...

Export Save Share

Administration

Program administrator

Administrator Type

Incentive Details

Sector

Measure

Type

Recipient

Location

272 results found
(results are alphabetical)

4U2 Program

Offers income qualified customers a home evaluation to identify potential energy improvements and weatherization opportunities. ME will invest in making homes more comfortable, safe, and energy efficient. ME will also cover the installation costs of every cost-effective energy efficiency measure identified by the audit.

Program Website

Pilot? Non-pilot **Active?** Active
Program administrator: Minnesota Energy Resources
State or province: Minnesota
Incentivized measure: Audit, Weatherization, Whole home

Agencies in Action Program

Provides comprehensive, whole-house energy efficiency upgrades to income-eligible participants through area community agencies and non-profit organizations.

Note: After opening the program website the customers can select, if required, the state from "Service Area" Option.

Program Website

Review a program

Direct Install Program

- ✓ **Program status:** Active
- 👤 **Pilot:** No
- 📄 **Program administrator:** New Jersey Board of Public Utilities
- 🏠 **State or province:** New Jersey

Overview

Offers small commercial and industrial customers a turnkey solution that includes a free energy assessment and up to 70% of the costs of installing approved measures.

[Program Website](#)

Eligibility

Existing small to mid-sized commercial and industrial facilities with a peak electric demand that did not exceed 200 kW in any of the preceding 12 months

[Program Website](#)

Incentives

A free assessment and up to 70% of retrofit costs

[Export to PDF](#)

[Save program](#)

Additional Information

Sector: Business, Business - small

Measure: Audit, Boilers, Controls, HVAC - cooling, HVAC - heating, HVAC - ventilation, Lighting, Lighting - LED, Motors, Refrigeration - commercial, Water heating

Type: Direct installation, Free / giveaways, Instant discounts

Recipient: End-users

Program purpose: Energy efficiency / conservation

Resources saved: Electricity, Gas



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I need to know who the implementers are for direct install programs.

Provider mentions

- View implementers by:
- Program administrator
 - Program category
 - Provider

Tracked Providers					
Provider	View by Program Administrator	View by Program Category	# Mentions	# States/Provinces	# Program Administrators
Action Housing, Inc.	view	view	8	1	4
ADM Associates	view	view	15	3	9
Applied Energy Group Inc. (AEG)	view	view	2	1	1
Beslin Communication Group	view	view	1	1	1
Cadmus Group	view	view	10	4	4
California Retrofit Inc.	view	view	1	1	1
CB&I - Chicago Bridge and Iron Company	view	view	3	1	1

Administrator Provider Count	
Program Administrator	# Providers
AEP - Southwestern Electric Power Co. AR	1
AEP - Southwestern Electric Power LA	2
AEP Ohio	3
Ameren Missouri	1
Arizona Public Service	1
BGE	1
Black Hills Energy - CO	4
Cleco	2
ComEd	2
Consumers Energy Company	4
Dayton Power & Light	2
DTE Energy	3
Duke Energy - OH	1



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According to the local technical reference manual, for how many years would we be able to claim savings for new measures in the direct install program?

View measure data values across jurisdictions

ockets - Documents Explorer Performance Cycle Tracker Program B/C Ratios EM&V Budget Detail Category Trends Sector Trends TRM Explorer **TRM Values**

Limit Data View Analysis **View Data**

All Value Details - Click 'view source' where Value is not displayed - Hover over Value Description for more info

Jurisdiction	TRM Version	Sector Facility	Technology Type	Measure Name	Savings Fuel Type	Value Type	Unit of Measure	Value	Value Source Page	Value Description
Arkansas	AR - V5.0	Residential	Smart Thermostat			Effective Useful Life (EUL)	Years	11	view source	According to DEER 2014, the estimated...
Arkansas	AR - V6.0	Residential	Smart Thermostat			Effective Useful Life (EUL)	Years	11	view source	According to DEER 2014, the estimated...
California	CA - CMUA - 2016	Non-Residential	Smart Thermostat			Effective Useful Life (EUL)	Years	11	view source	EUL = 11 Years
California	CA - CMUA - 2016	Non-Residential	Smart Thermostat			Effective Useful Life (EUL)	Years	11	view source	EUL = 11 Years
California	CA - CMUA - 2016	Residential	Smart Thermostat			Effective Useful Life (EUL)	Years	11	view source	EUL = 11 Years
California	CA - CMUA - 2016	Residential	Smart Thermostat			Effective Useful Life (EUL)	Years	11	view source	EUL = 11 Years



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How well have these direct
install programs performed
in prior years?

Below-goal programs

Find Opportunities ▾

Provider Mentions

DSMi+EIA

EIA Insights

vs. Plan

\$

MWh

Therms

\$ per

Top10

Dockets - Documents

Performance

Cycle T

Start Here, Filter Data

Below Goal Programs

Least Cost-effective Programs

Who's Spending the Most?

Who's Filing Soon?

Below Goal Programs

2018

2017

2016

Click to Drill	Program Name	Reporting Type	Net Gross	Impact Type	Actual Impacts	\$ Spending	\$ per Actual	Actual Impacts as % of Plan	Actual Spending as % of Plan	Impact % / Spending %	Data Source	Results Narrative
Unitil - MA	C&I Direct Install GAS	Verified (ex post)	Net	Gas Therm Savings	343	\$23,374	\$68.21	4%	69%	0.06	view source	view narrative
SoCal Gas	SCG3805 - COM-Direct Install Program	Program Reported (ex ante)	Gross	Gas Therm Savings	26,045	\$81,446	\$3.13	6%	11%	0.54	view source	
SoCal Gas	SCG3805 - COM-Direct Install Program	Program Reported (ex ante)	Net	Gas Therm Savings	17,142	\$81,446	\$4.75	6%	11%	0.55	view source	view narrative
North Shore Gas	NSG - Residential Multifamily Direct Install	Program Reported (ex ante)	Net	Gas Therm Savings	10,631	\$212,830	\$20.02	8%	64%	0.13	view source	
ComEd	CLEAResult School Direct Install	Program Reported (ex ante)	Net	kWh Savings	997,000	\$373,000	\$0.37	19%	227%	0.08	view source	view narrative



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Have any evaluators
already made
recommendations for
improvement for this
program administrator's
direct install program?

Search for evaluations

Filter By...

Resource
Select some options

Evaluation type
Select some options

Sector
× Small Business (117)

Publication year
Select some options

Author
Select some options

117 results found for "direct install"

Sort by: **Relevance** ▾

Impact and Process Evaluation of the 2015 Illinois Power Agency Small Business Direct Install Program

Publication Author: Opinion Dynamics
Publication Year: 2017

This report presents results from the first year of the Small Business Direct Install (SBDI) Program implemented by Franklin Energy, which is one of seven stand-alone Illinois Power Agency (IPA) energy efficiency programs implemented from June 2015 to May 2016 (also referred to as Program Year 8 [PY8]). While previously offered by another implementer, Leidos, Ameren Illinois Company (AIC) small business...

This report presents results from the first year of the Small Business **Direct Install** (SBDI) ... accounts) with a free energy assessment, free **directly installed** energy-saving products, a Customer ... program typically receive an assessment, as well as free **direct install** measures and/or additional ...

[Impact Evaluation](#) [Process Evaluation](#) [Energy Efficiency](#)

Review an evaluation

Impact and Process Evaluation of the 2016 Illinois Power Agency Small Business Direct Install Program

View published

New draft

Moderate

Evaluation introduction

This report presents results from the evaluation of the Small Business Direct Install (SBDI) Program implemented by Franklin Energy, which is one of 13 stand-alone Illinois Power Agency (IPA) programs implemented from June 1, 2016 to May 31, 2017 (Program Year [PY] 9). The SBDI Program is designed specifically to overcome barriers unique to small business customers including the lack of access to capital, time required to investigate energy saving opportunities, and the split incentive challenge faced by leased properties. The program provides small businesses (DS-2 electrical accounts) with a free energy assessment, free directly-installed energy-saving products,¹ a Customer Recommendation Report detailing additional energy-saving opportunities, and discounted pricing for qualified interior and exterior lighting, as well as refrigeration motor improvements. Participants in the program receive an assessment, as well as free direct install measures, and/or additional incentivized measures whereas assessment-only participants choose to not receive any free or incentivized measures.

Evaluation file

 [Impact and Process Evaluation of the 2016 Illinois Power Agency Small Business Direct Install Program](#)



Additional Information

Resource

Energy Efficiency

Evaluation type

Impact Evaluation

Process Evaluation

Sector

Small Business

Publication year

2017

Author

Opinion Dynamics

State or province

Illinois

Meeting your data needs to win new utility work



Track filing dates

Find RFPs

Review current programs

Identify incumbent providers

Check measure inputs

Check previous performance

Study previous recommendation

Win work



These aren't just products



Access to our team

Training and customer support



Monthly scheduled training sessions;
custom training upon request



In-tool help menu with recorded training



Quarterly engagement check-in meetings



On-demand technical support



Monthly newsletter with usage tips, tool
updates, and training dates

Don't miss the monthly newsletter



Sign up at

www.esource.com/email_preferences

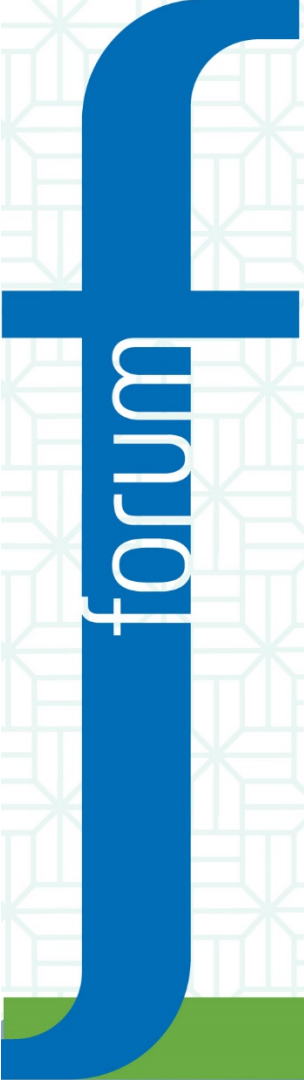
What your peers are saying about E Source DSM tools

This solution has armed our sales team with powerful knowledge.

What you just did in three minutes used to take me three hours.

I'm not sure what I'm going to do the other six months of the year!

Wow! Before this, we were flying blind on how to price our offerings.



E SOURCE FORUM 2019

September 17-20

Sheraton Denver
Downtown

1550 Court Place
Denver, Colorado



www.esource.com/forum2019

Ready to dive into the data?



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For more information



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