

Stakeholder survey results: Demand-side data insights

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Study overview

38 participants representing:

- Municipal utilities
- Co-op utilities
- Investor-owned utilities
- Local government
- Clean energy organizations
- Consumer groups
- Program implementers

CIP Experiences

Experiences with CIP:

81% Favorable



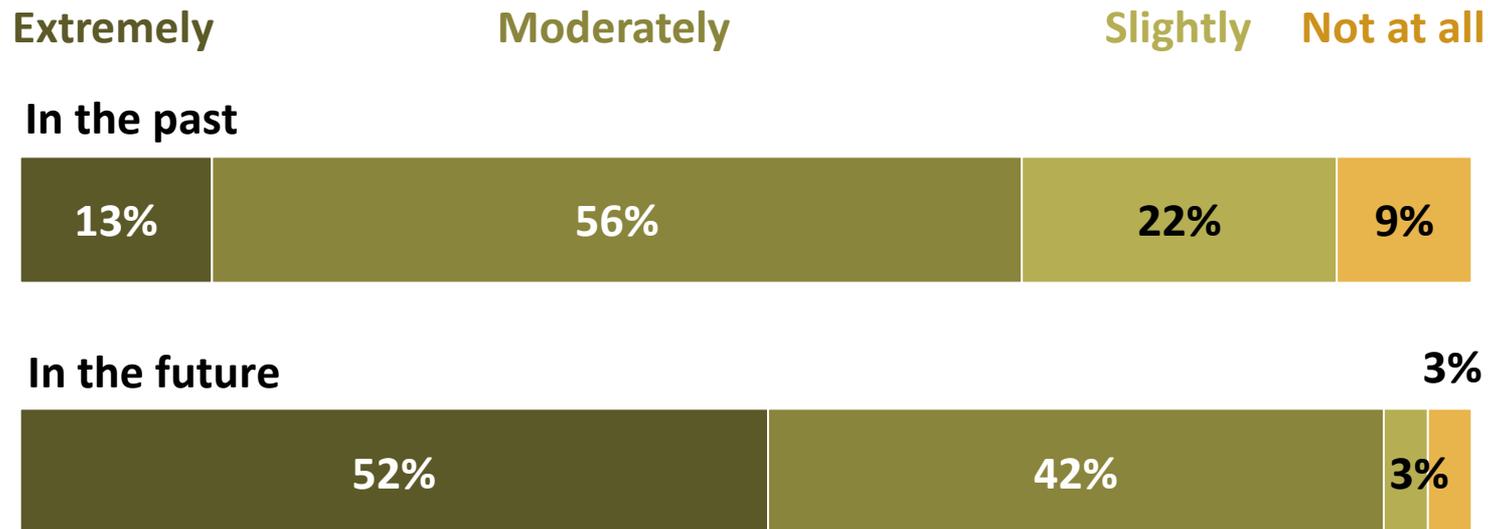
“We've had some good success stories with saving our commercial or industrial customers a significant amount of money and they're able to expand their operations because of savings we found for them. I think it's a win-win. It helps build relationships with our customers and helps us defer systems expansions and helps keep rates down.”

N=36

Challenges with CIP

Meeting the savings requirements in future years will be more challenging than in the past

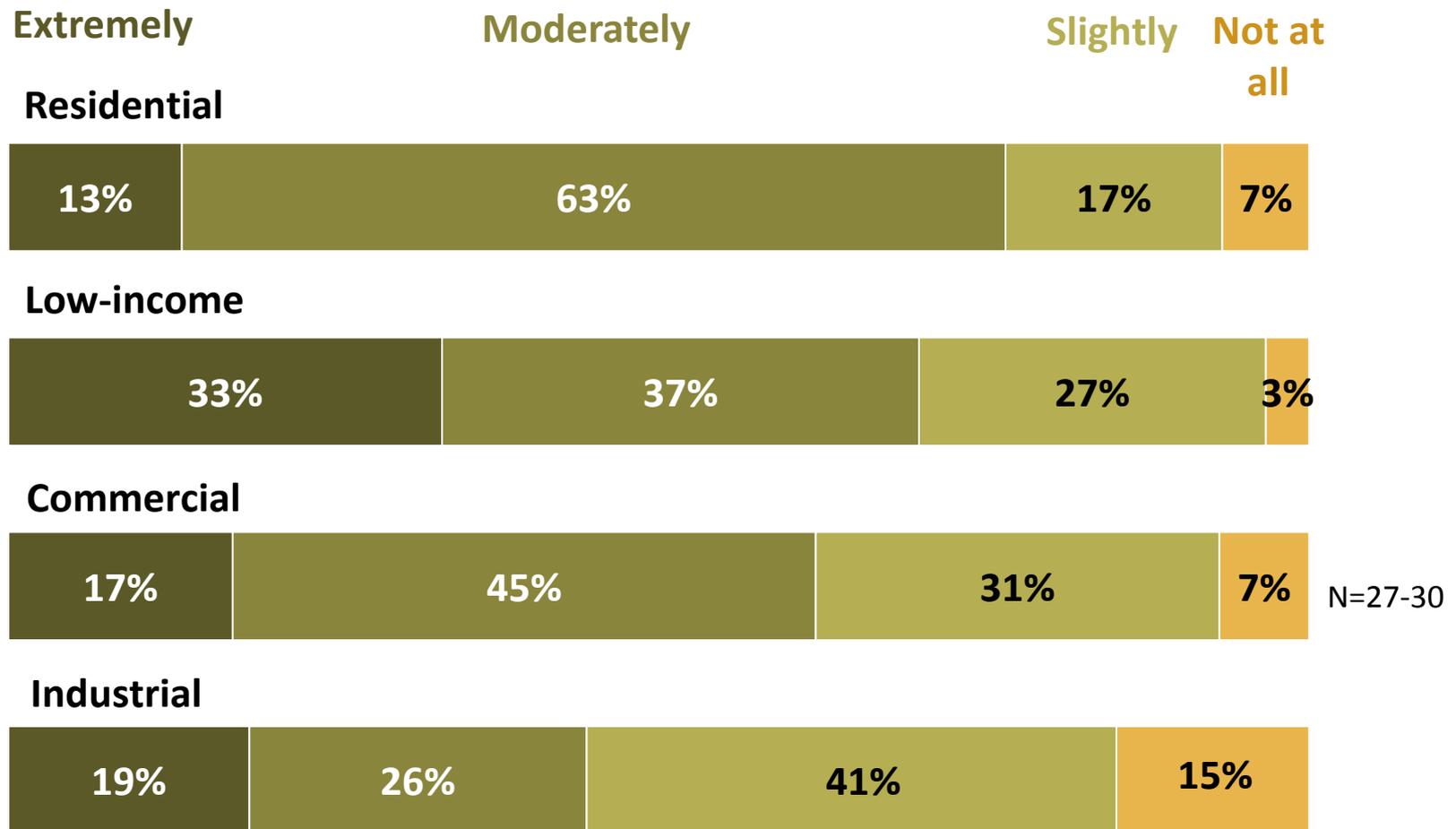
How challenging is meeting the savings requirements?



N=30-31

Challenges with CIP

How challenging is it to reach customers with programs?



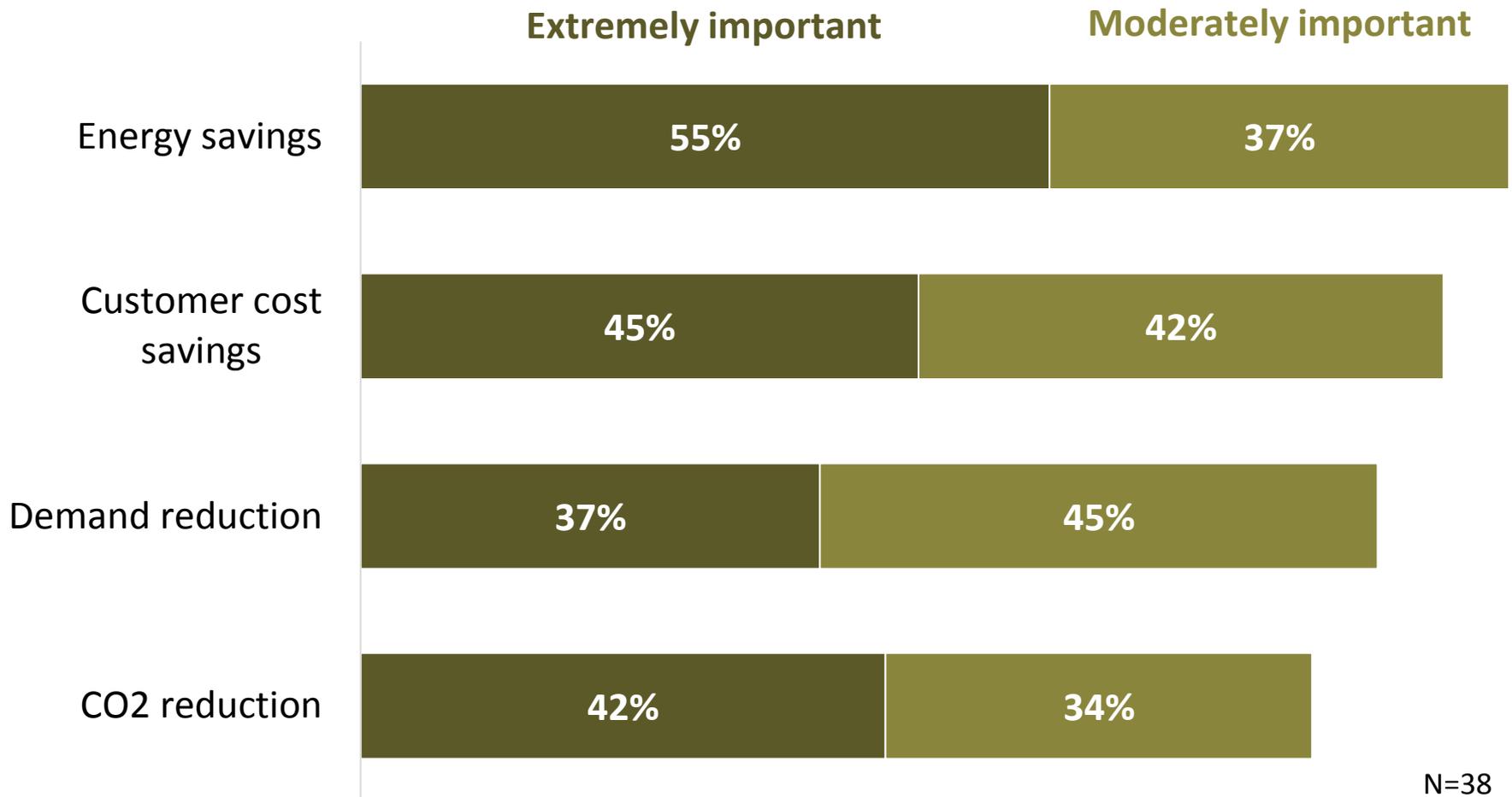
Low-income challenges

“I think sometimes low-income aren't in tune to utility programs and [we struggle with] how to get them educated with the programs. There may be language barriers in some communities, culture barriers, and I think just knowing who those customers are can be challenging.”

“[CAP agencies] run or meet the goal for us and they submit reports to us, but it's a challenge for them to spend the dollars we give them that we're required to spend on low-income.”

Possible state efficiency goals

How important is each goal?



Possible state efficiency goals (top priority)

Energy savings and customer cost savings were the highest priorities

N=38

Energy savings **29%**

"I think once you got energy savings, you can tie it to all the other areas. If you got EUI, EUI has energy savings. You have CHP, you have energy savings. You have cost savings, there's going to be energy savings. There may not be a KWH or THERM, but it could be a BTU. It all goes back to the energy savings."

CO2 reduction **21%**

Customer cost savings **29%**

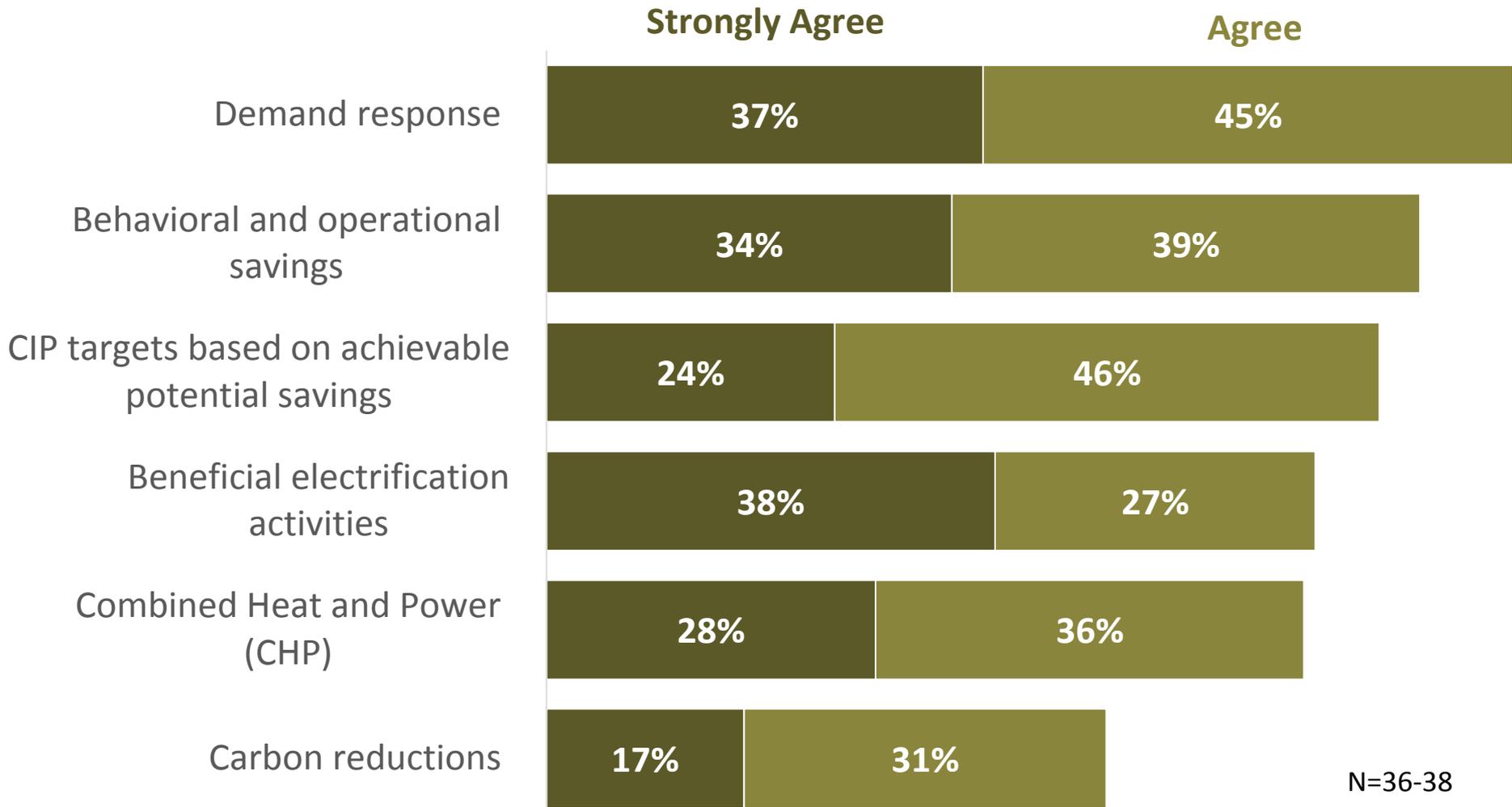
"We want to do what's best for our customers. We want to have programs that will benefit them. That's one way they'll buy in, is if we can show them their customer cost savings, because it always comes down to the dollar."

Demand reduction
16%

Other
5%

Potential changes to CIP

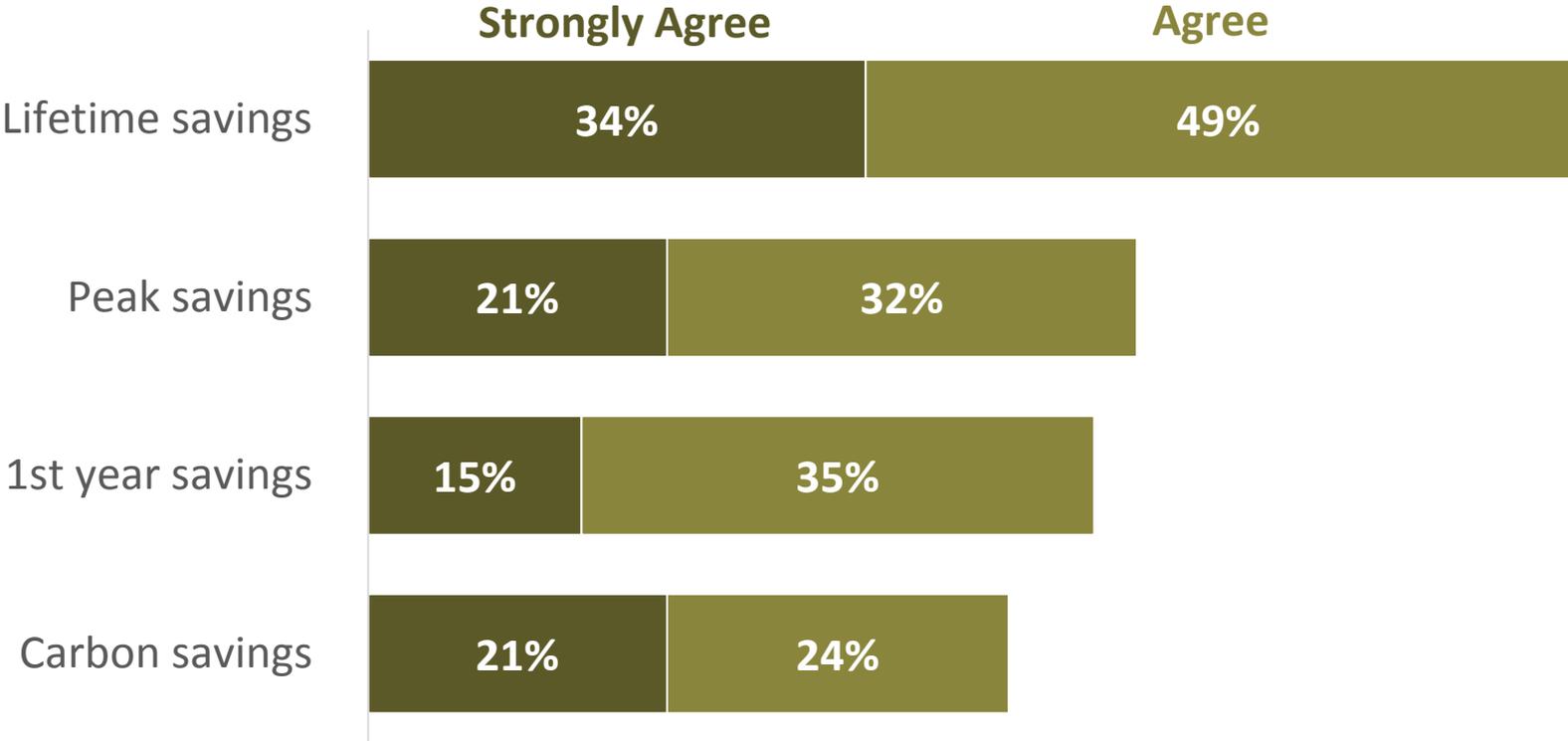
The following should be allowed (or have greater emphasis) in CIP



N=36-38

Metrics

Should this metric be used to measure CIP success?



N=34-35

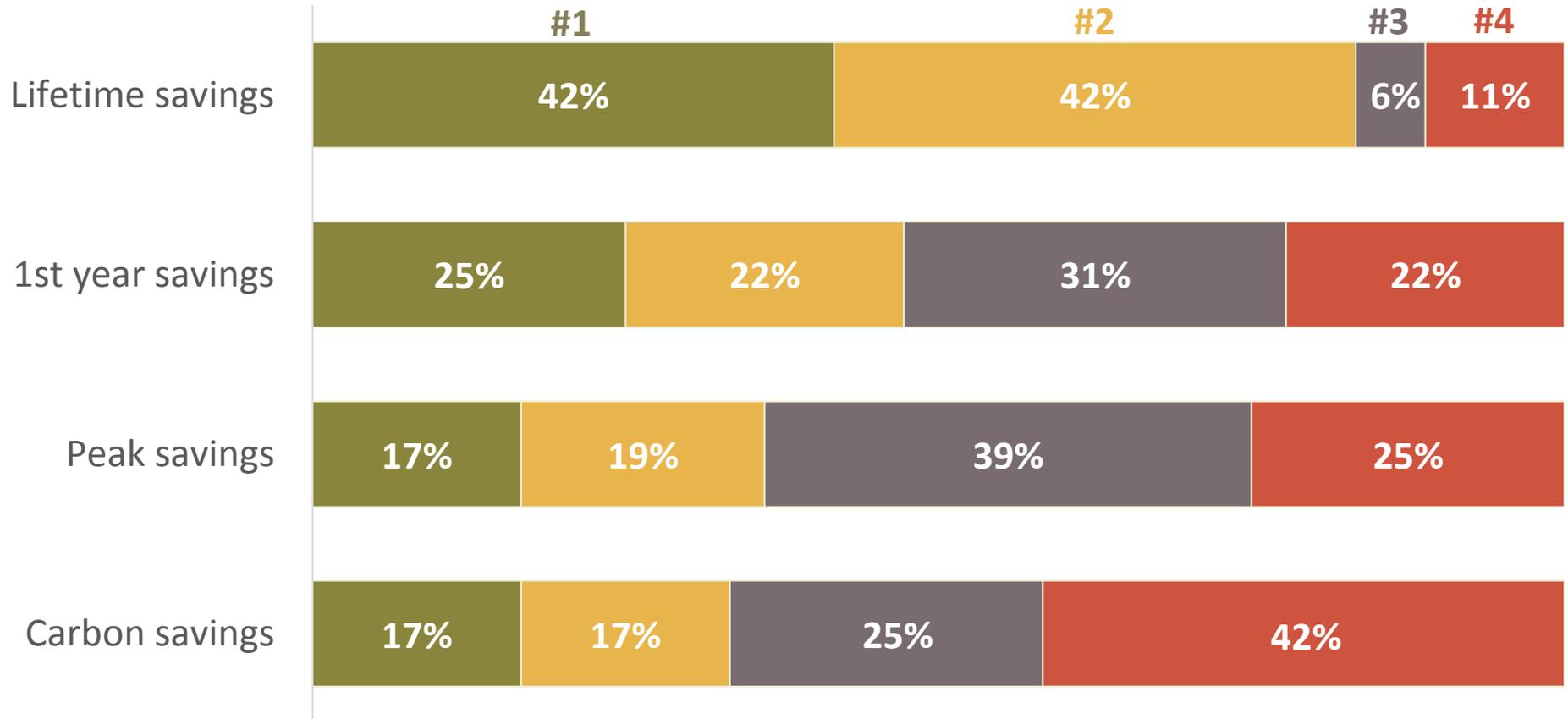
Why track lifetime savings?

“One of the problems I've had with CIP is not being able to capture savings through the life cycle of the savings implemented. So I can only capture the first year, I don't get 2-3-4 years of savings out of it. I don't like the fact that I don't get multi-year savings out of a multi-year program.”

“...some of the measures that could have long-term overall savings may be expensive upfront or have small year by year savings so I think it's important to measure not just first year savings.”

Metric ranking

Rank order of metrics



N=36

1st year savings are still a useful metric

“1st year savings are well known, well understood, and they're really important. Lifetime savings are good, but when you're encouraging 1st year savings and encouraging cost effectiveness, you're going to get lifetime savings. I also think 1st year savings is an easier-to-understand goal. It's easier to explain to public stakeholders who don't understand this stuff, and that's really important.”

Questions?

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