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
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
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
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

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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