

SEC INTERROGATORY #46

INTERROGATORY

[B/6/3, p. 21] Please provide the basis for the statement “ Large C&I programs often work with larger customers over a long period of time – sometimes, for a decade or more – to identify and catalog available energy efficiency projects”.

RESPONSE

This statement reflects common knowledge within the large C&I evaluation community based on communication with program implementers, contractors, and program participants. Recognition that long-term relationships exist between efficiency programs and major customers, and of the effects of such relationships, has a fairly long standing. Thornsjo, Squires, and Bach (2003) argued that project influences may include “any educational effects (subliminal or otherwise) from long-term relationships with their utility.”

More recently, the State and Local Energy Efficiency Action Network (SEEAAction 2014) identified maintenance of steady, multi-year relationships with individual customers as a “key factor” for success of state industrial energy efficiency programs, noting that all successful programs of that type have employed that strategy. According to the authors,

It takes time and a steady relationship for program personnel to understand company circumstances and needs, and for company personnel to understand what a program can offer them. Projects tend to be identified over time, as circumstances change and opportunities arise.

Recognition of the above facts led Kelly and Rogers (2016) to identify developing long-term relationships as one of ten tips for designing good industrial programs, stating that such programs “must provide a consistent contact person and establish a level of credibility and trust with industrial customers to enable joint identification of opportunities and analysis of savings.”

Sources Cited:

Thornsjo, M., Squires, P., and Bach, H.R. 2003. Evaluating Attribution in a Business Markets Program. Proceedings of the Energy Program Evaluation Conference, pp. 433-442. Seattle, 2003. (A copy has been attached for reference).

Witnesses: R. Bliss
J. Peters

SEEAAction. 2014. Industrial Energy Efficiency: Designing Effective State Programs for the Industrial Sector. Prepared by A. Goldberg, R. P. Taylor, and B. Hedman, Institute for Industrial Productivity, March 2014.

https://www4.eere.energy.gov/seeaction/system/files/documents/industrial_energy_efficiency.pdf

Kelly, M., and Rogers, E. 2016. Communicating the Value of Industrial Energy Efficiency Programs: An ACEEE White Paper. Published by the American Council for an Energy-Efficient Economy, Washington, DC: February 2016.

<https://aceee.org/sites/default/files/value-industrial-ee-programs.pdf>