Residential Energy Efficiency Solutions Conference:  
Session 1 – Sustainable Business Models  
Utilities & Efficiency Partnerships  
July 10, 2012
Forming the Utility Partnership

• Cultivated partnership prior to grant submittal
  – Leverage funds & contractor network
    • Access to utility incentives ($), robust contractor network
    • Access to market & message (energy savings)
    • Hit the ground running, no technical training needed

• Received input into grant application
  • Keep data requests reasonable (recover excess staff time)
  • Regulatory environment, “incremental cost”

• Coordinated with utility throughout program development
  – Integration of program process
Value Proposition

• Increased contractor interest and participation in utility programs
  • Unified program delivery, message
  • Similar participant, contractor requirements
• Increased awareness of utility energy efficiency rebate programs
  • Cost effectiveness, more customers @ lower cost (avg.)
  • Driving more cost-effective measures (VSD’s)
• Accelerated savings goals for utility (ACC)
  • EE & Demand Response target: 22% by 2020
  • Non-utility money enhancing regulatory goal
Data Access

• Evolved from informal agreement to legal Memorandum of Agreement (MOU)

• Each BBNP program customer provides data waiver authorization (req’d)

• Participant energy consumption data is sent to university partner (ASU) on a quarterly basis for analysis & reporting
Lessons Learned

• Formal agreement helps clearly define roles, responsibilities, and expectations

• Understand utility concerns and challenges related to data & budget
  • “Incremental cost” consideration (Regulatory issue)
  • Not “overstressing” one funding source ($)

• Low data investment
  • Only ask for data you really need

• Get utility input and feedback even on items that may seem incidental
  – Corridor expansion, incentive level changes, etc.
Questions?

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