



**Residential Energy Efficiency Solutions Conference:
Session 1 – Sustainable Business Models
Utilities & Efficiency Partnerships
July 10, 2012**



City of Phoenix



ENERGIZE PHOENIX CORRIDOR

Legend

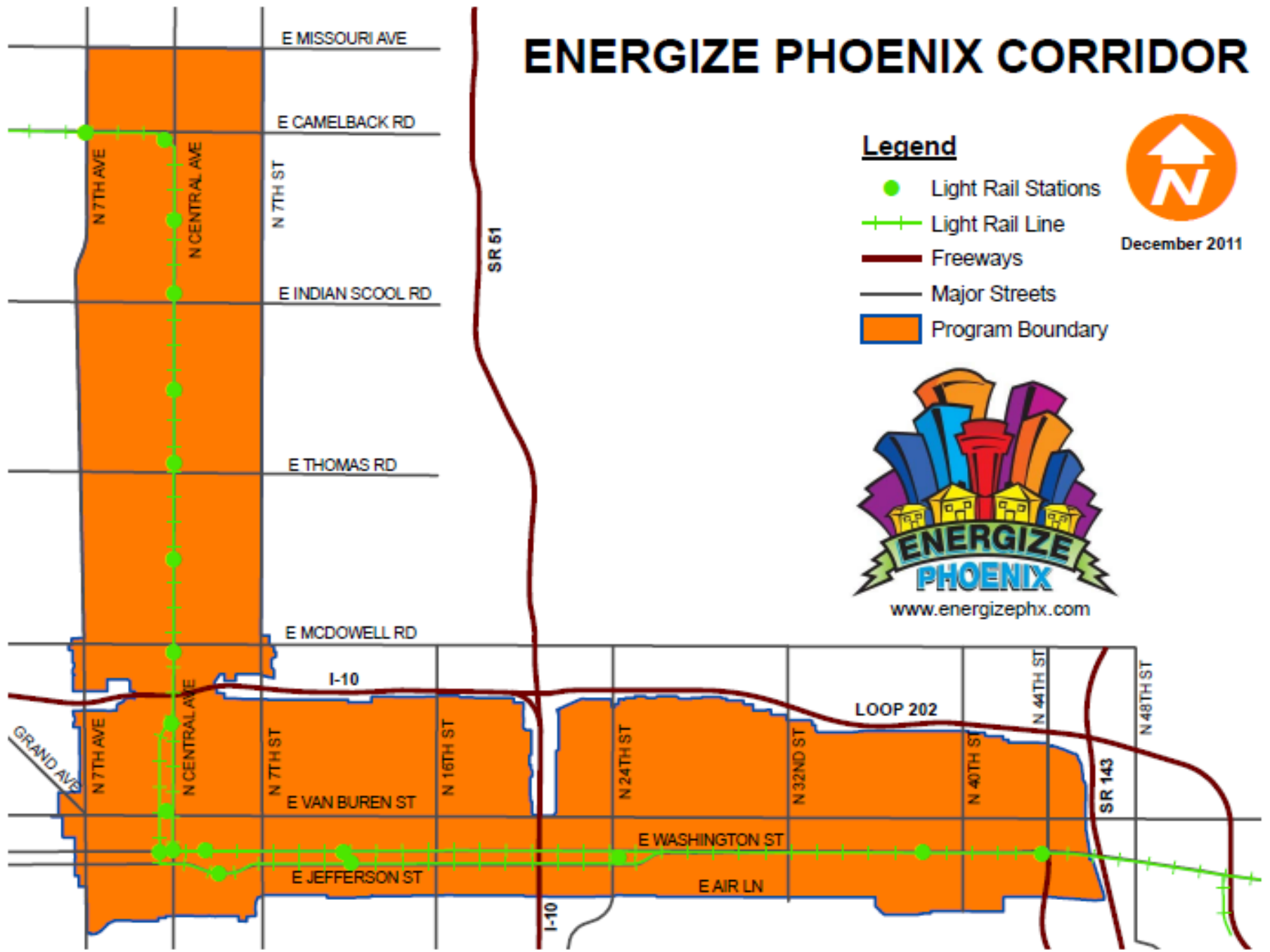
- Light Rail Stations
- +— Light Rail Line
- Freeways
- Major Streets
- Program Boundary



December 2011



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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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