

# **Kansas Corporation Commission Workshop on Energy Efficiency**

## **Quick Start Programs**

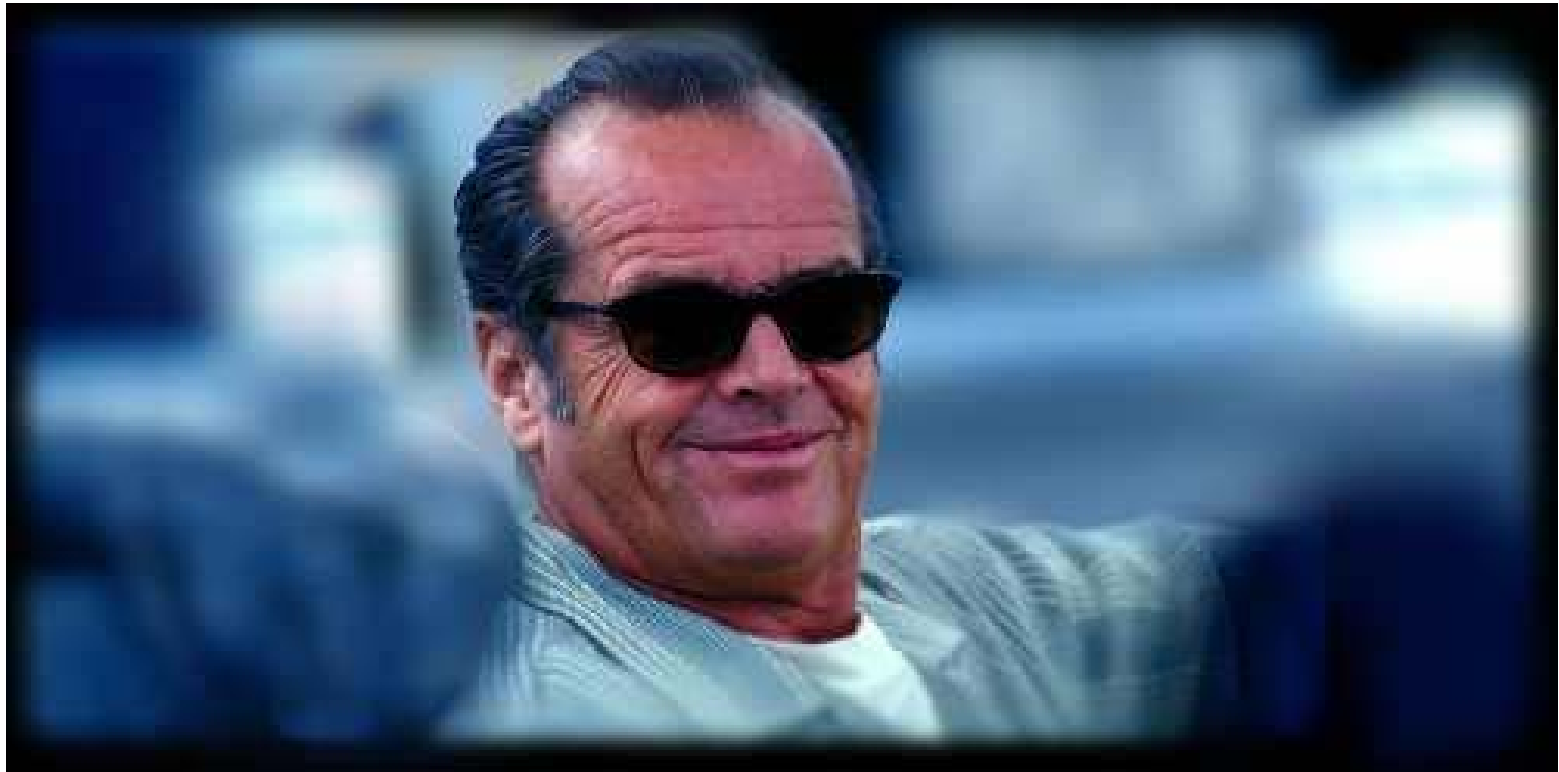
*Sue Nathan  
Applied Energy Group, Inc.*



# Objective (and Definition)

- Use the experiences from elsewhere to choose programs that are highly likely to pass a TRC test, and which can be staged and implemented quickly and successfully
- “**Good enough** is better than perfection when it comes to getting started with energy efficiency. ”

# IS THIS AS GOOD AS IT GETS?



# Almost Yes

- You will never get perfection.
- Any analysis, any evaluation you do is still, and always will be, an estimate.
- WHY?

# **“PROGRAM” impacts – (over-simplified)**

**Weather normalized pre usage less weather normalized post usage for the participant**

- Weather normalized pre usage less weather normalized post usage for the non-participant**
- = savings attributed to program**

**Surveys and regression analysis can try and capture a variety of other issues that impacted energy use**

# Before you get started ...

- **Know what is fueling your growth**
  - **Plug load on the electric side**
  - **Average residential use decline on gas side**
- **Keep start up and ongoing costs separate (benefit cost analysis)**
- **DO do all 5 benefit cost tests**



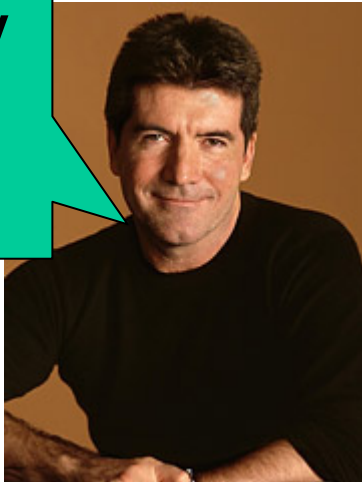
# Should Kansas support QSPPs?

Absolutely!  
Yes!

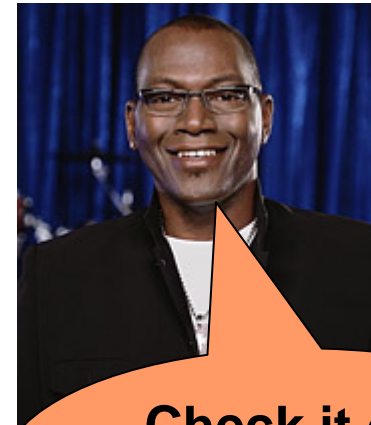


Are you kidding me? Of course!

That's a really silly question!  
Just my opinion.



Why not?!



Check it out, dude! Yeah man!



# Portfolio Design

- QSPs are not exclusive
- You should have a good balance of
  - Program types
  - Markets covered
  - Key end uses
- Delivery
- Give yourself enough lead time (even for QSPs)
- Matrix portfolio





# Program Goal

- **What are you trying to accomplish?**
- **Will you be able to measure your accomplishments? Examples to think about:**
  - **Low Flow Shower Heads**
  - **Insulation**
  - **Cooling System**
  - **CFLs**
- **Do things well ... you have one chance at a first impression**

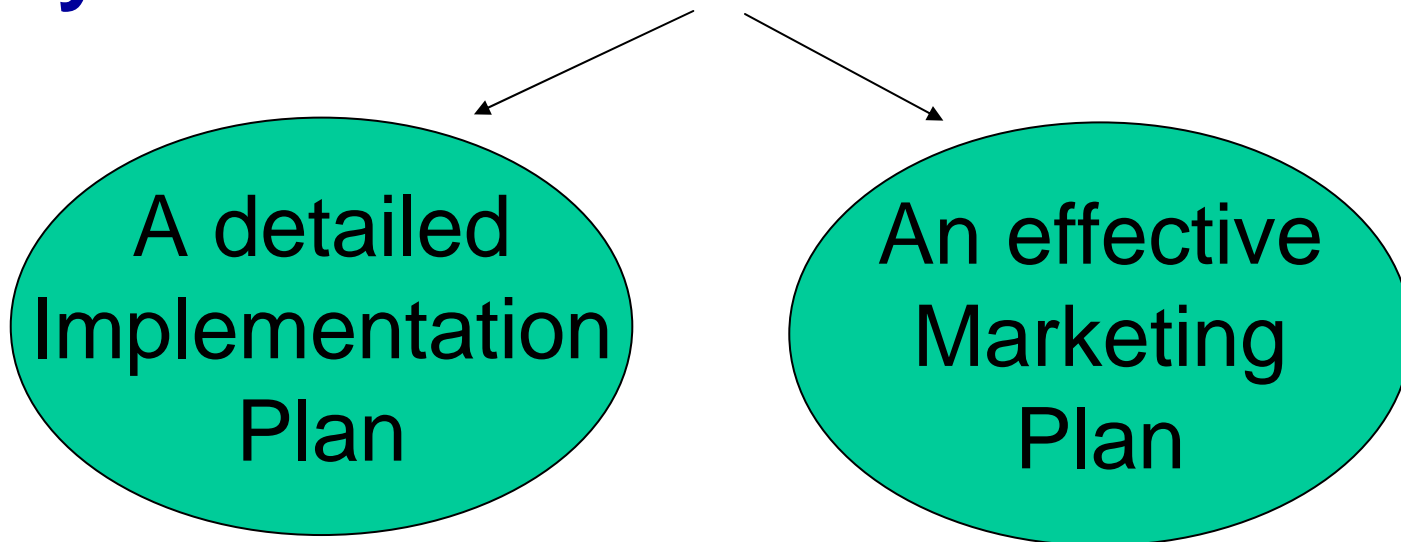
# Don't forget ...

- **Energy Star**
- **CEE**
- **Trade Allies**
  - Don't go in and out of programs
  - Pilots are a mixed bag for them
- **Stay abreast of what's happening throughout the country**
  - CA, New England, MN, IA, WI
  - Conferences, Newsletters, Internet



# Two key elements to success

Regardless of the program design,  
you also need...



# Implementation Plan

- Start at the beginning – how do customers enter the program?
- Where do they go from there?
- What is the workflow this generates?
- Where are the decision points?
- Where are the holding areas?
- Where does it end?
- At what points is data collected?  
Where is it stored?
- **Flowchart every step!**



Hint: Find someone who likes to do this!

# Marketing Plan

- **Awareness vs Call to Action**
- **Key messages**
- **Communication Methods**
- **Multi-touchpoint vs single point**
- **Channel management**
- **Affiliation marketing**
- **Program names/umbrella name**



# Summary

- **Yes start with Quick Start...**
- **Once you get some experience, expand if you want, especially to areas such as New Construction**
- **Don't try for perfection**
- **Work as a team**

