



Better Decisions with Data

Presentation to Michigan
Energy Optimization Collaborative

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INTRODUCTION



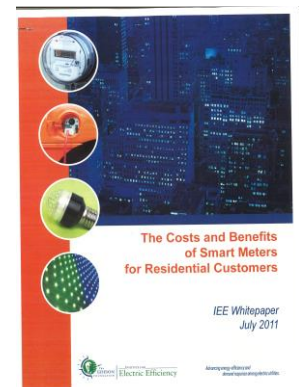
- National coalition of ~ 40 tech companies delivering energy savings to consumers
- Participates in state regulatory proceedings nationwide (including CA, TX, IL, NY, CO)
- Our Belief:
Consumers should have convenient access to best available information about their energy use + choice of innovative energy services.



THE POWER OF DATA



- **Buildings represent a big opportunity to save energy – but often have been a tough nut to crack.**
- **Advanced meter data + market innovation enable more homes and businesses to obtain low-cost, customized energy solutions.**
- **Savings are significant: 40% or more of total AMI benefits can be consumer driven savings.***



*Southern California Edison; Edison Foundation

PRIORITIES FOR CONSUMER DATA ACCESS



1. Consumers need access to energy usage information through two interfaces:
 - Historic interval data – Green Button Connect My Data
 - Direct, real-time information – Home Area Network
2. Consumers need to be able to easily share their energy data with trusted service providers (market animation)
3. Data access should be included as a component of basic utility service (implementation costs included in rates)

GREEN BUTTON CONNECT



GREEN BUTTON CONNECT

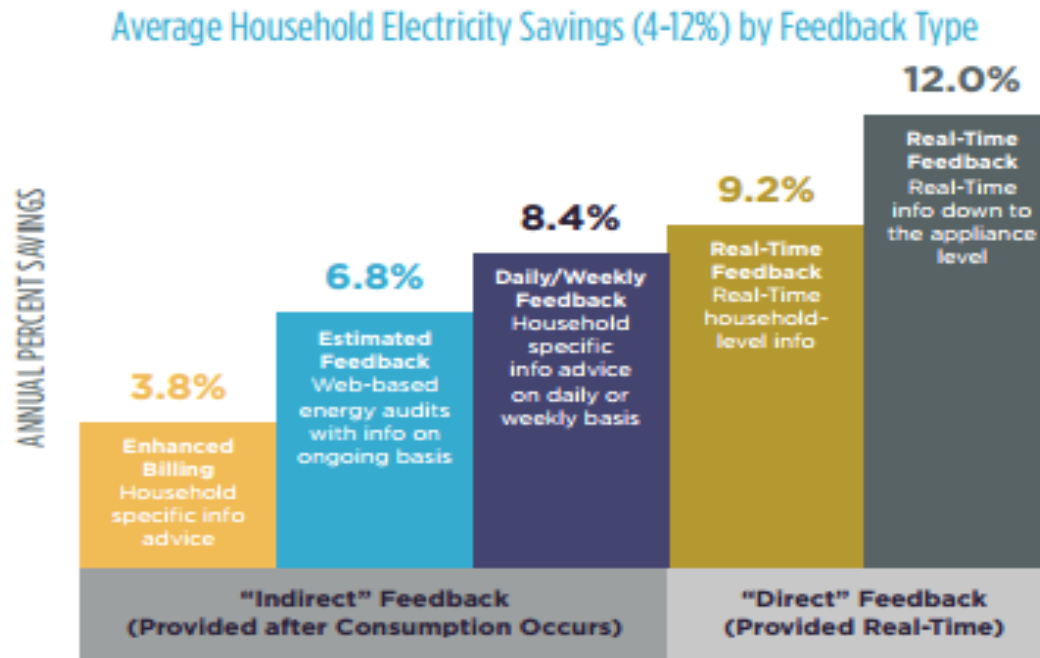
- a national technical standard developed by industry for exchanging energy usage data.
- available for immediate implementation: ComEd, ConEd, Ameren Illinois, PG&E, SDG&E, So Cal Edison embracing it.

GREEN BUTTON CONNECT offers

- Customer convenience – continuous feed of information, no hardware needed
- Industry infrastructure (standards, certification, functionality)
- Implementation experience (California, DC)
- Animation of market-based innovation

REAL TIME DATA (HAN)

Real time short-interval data offers highest potential for savings and demand response



BASED ON 36 STUDIES IMPLEMENTED BETWEEN 1995-2014

Table 1. Source - ACEEE. This table provides a numeric range of achievable energy savings in homes enabled by varying types of data in conjunction with technology tools.

STUDIES SHOW PROMISING RESULTS



- **Highlights:** States like California, Texas and Illinois beginning to leverage data-access, market-based tools.
- **Results are promising:** Consumer savings ~ 5.5 -18% reductions in energy use.

see: www.missiondata.org



EXAMPLES OF MARKET INNOVATION

MISSION DATA
empowering energy savings



Residential energy savings of 5.5 – 12.8%, for as little as 1/20 of cost of traditional energy efficiency programs.

Free residential demand response saves households up to \$300 per year.



Free personalized energy-saving recommendations enabled by Green Button Connect and HAN

10% residential utility bill savings in Benicia, California using Green Button



FINAL THOUGHTS

- **Data access in standardized, electronic formats can be animating market innovation, delivering consumer savings.**
- **Data access gaining momentum. IL and NY have joined CA and TX ~ 30 million advanced meters will be data- and market-enabled.**
- **States can leverage Green Button Connect, experience of other states to scale cost-effective energy efficiency.**

THANK YOU



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