

Collaborative Evaluation in the Small Business Assessment Program

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MPSC
MEETING

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The Small Business Dilemma

Like most utilities, Consumers Energy has a large **small business customer base**...



but small businesses are **more difficult to engage in energy efficiency programs** than mid-sized or large businesses.

Consumers Energy was **already offering successful programs for small businesses**, including a trade ally driven program and a direct install program...



but wanted to reach a **larger number of customers** and increase participation in energy efficiency programs.



The Concept



Consumers Energy's Idea:

Provide free, walk-through energy assessment to small businesses

Lighter “touch” than existing energy efficiency programs, reaching far more customers

Provide recommendations and report about energy savings, direct install (where appropriate) and drive customers to other efficiency programs



EMI Consulting Partnership:

Involved in planning and design from first concept

Provide evaluation and research support *throughout* program life



The Partnership

Consumers Energy wanted to “get it right” from the beginning of program, and sought out feedback to make program as effective as possible.

EMI Consulting used a flexible and iterative evaluation process called developmental evaluation to be able to:



Incorporate evaluation and research **early**



Provide **rapid feedback** on program changes



Be **agile** to developing program design



Provide **prospective and actionable** recommendations



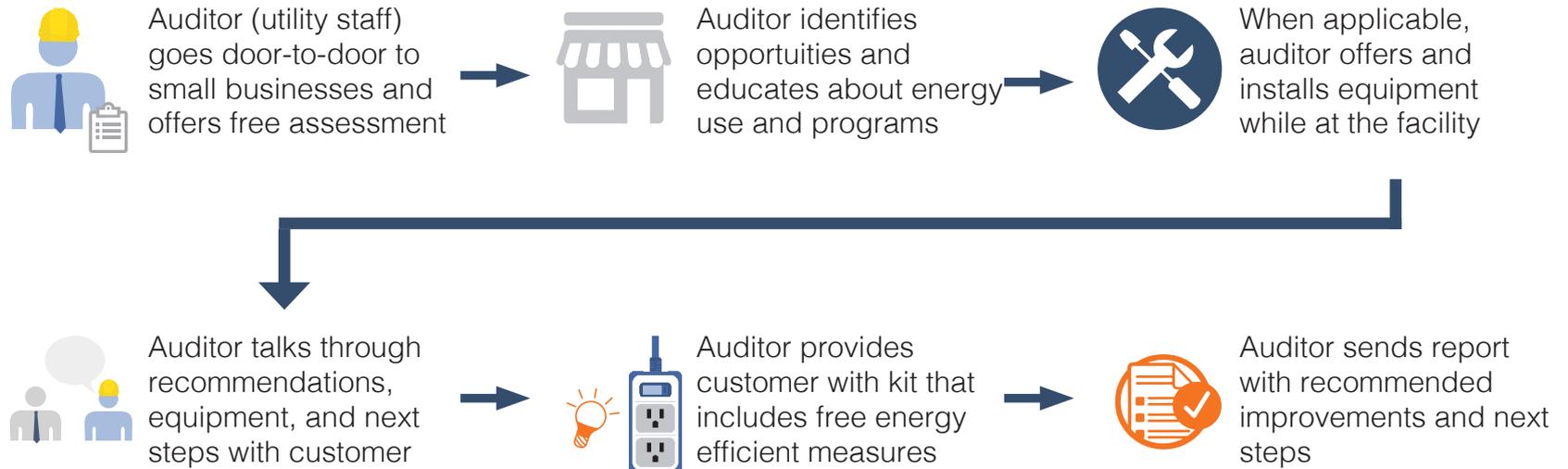
The Partnership

EMI Consulting used an iterative evaluation loop, where the research would then inform future research or recommendations.

Example of iterative process:



Program Design



Report

ENERGY ASSESSMENT REPORT



RECOMMENDED ENERGY SAVING OPPORTUNITIES

Based on our observations during your energy assessment, we recommend the following energy saving opportunities. The items listed qualify for prescriptive incentives through Consumers Energy Business Energy Efficiency Programs. Consumers Energy also offers custom rebates for projects not included in our prequalified equipment lists or addressed in other programs. The energy and cost savings provided below represent estimated savings should you choose to implement the recommended items. These estimates are subject to change based on rate or usage differences.

1	Relamp 1 Lamp 4' 32W T8 Linear Fluorescent fixtures with tubular LED lamps							
	Upgrading a standard 4' 32W T8 lamp to a tubular LED (TLED) can provide energy savings as simple as a lamp change. Coupling upgrades with controls, when applicable, can also provide even further savings.							
	EXISTING	PROPOSED	SPACE	QUANTITY	Annual Savings			ESTIMATED INCENTIVE
				KWH	MCF	COST		
	Linear Fluorescent 32W 1L T8 NBF	1L 4ft Linear Replacement LED Lamp DLC	Whole Building	20	907	0.00	\$91	\$100.00

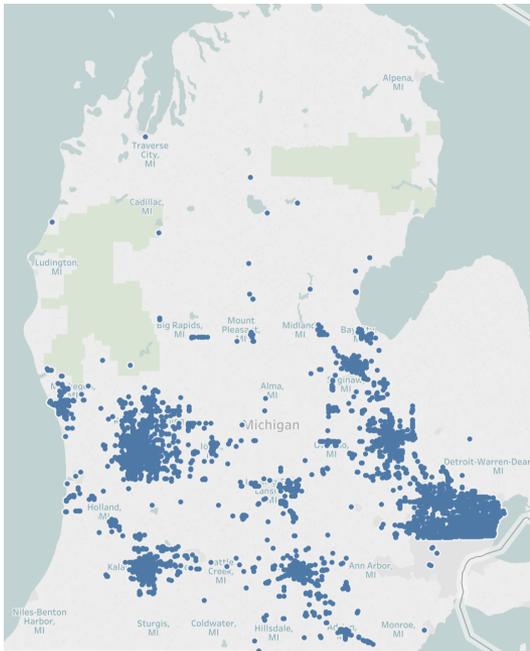
2	Replace 400W Flood/Spot Metal Halide exterior fixture with LED							
	Upgrading a 400W metal halide exterior fixture to an LED fixture is an excellent way to significantly reduce energy usage, improve lumen maintenance, improve color rendering, improve security and greatly extend product life, reducing maintenance costs. When applicable, adding controls can deepen energy savings by turning fixtures off or dimming during non-peak times.							
	EXISTING	PROPOSED	SPACE	QUANTITY	Annual Savings			ESTIMATED INCENTIVE
				KWH	MCF	COST		
	Metal Halide 400W Standard 1L Flood/Spot	LED equivalent 400W metal halide exterior flood/spot	Whole Building	10	6,897	0.00	\$690	\$657.95

3	Replace inefficient ice machine with ENERGYSTAR machine (< 500 lbs)							
	Replacing old or failing ice machine equipment with ENERGY STAR ice machines provides an opportunity for energy savings, as new ENERGY STAR ice machines are more efficient and may have additional control features.							
	EXISTING	PROPOSED	SPACE	QUANTITY	Annual Savings			ESTIMATED INCENTIVE
				KWH	MCF	COST		
	Less Efficient Ice Machine	Replace inefficient ice machine with ENERGYSTAR machine (< 500 lbs)	Whole Building	2	1,002	0.00	\$100	\$800.00



Program Successes

The SBA program has been a successful pipeline for driving small business customers into the energy efficiency programs.



16,391

Total number of assessments completed to date.

3,089,000 kWh
3,420 MCF

Energy savings from the SBA program *only*.

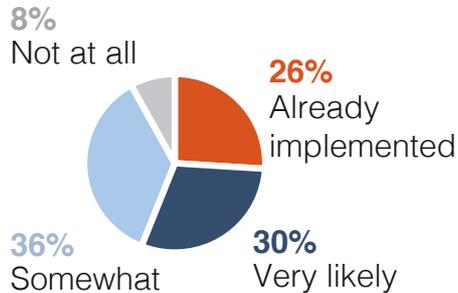
1,853

Projects resulting from the SBA program.

26,863,000 kWh
25,243 MCF

Energy savings resulting from those projects (in addition to the savings through the program).

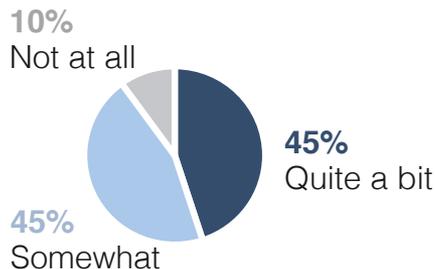
Program Successes



In latest survey results, over one-quarter of participants who received their report had **already implemented a recommendation**.

Customers were surveyed between 1 to 3 months from their assessment.

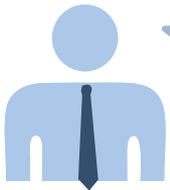
An additional 30% were “very likely” to implement recommendations.



90% said the assessment had **increased their understanding of their energy use**, either “somewhat” or “quite a bit”.

Program Successes

The SBA program has also been very well-received by the small business community.



*"I like the initiative and they gave explanations. They tried to find solutions. **It was nice that someone would come out to try to find these solutions.**"*

*"It just kind of **opened my eyes to opportunities where we could save money...** That was pretty cool. I'm glad someone stopped by so now I have some opportunity to save the company some money. **It is a great idea.**"*

