

# Midwest Market Transformation Collaborative

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Presented at SAG MT Savings Workgroup

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# Why Market Transformation?

1. MT leverages markets to get more energy savings at lower cost
  - Can bring new/emerging products/service to market
  - Can leverage funds both among utilities and with market actors
  - Can shift whole markets
2. Direction in recent IL legislation (FEJA)
3. Interest from other Midwest Utilities

# Purpose of the Utility MW MT Collaborative

- Working together Midwest Utilities can leverage resources, expand market impacts and share costs.
- The MW MT Collaborative provides a utility forum to:
  1. Develop MT practices and methods
  2. Develop MT initiatives (both products and services)
  3. Facilitate the pooling of resources to implement MT initiatives

# Current Participants (as of 3/4/3019)

- Founding members: Nicor Gas and ComEd
- Currently joining: DTE and CenterPoint
- Interested in joining: Focus on Energy (Aptim),
- Currently Observing in 2019: AEP Ohio, Ameren IL, Consumers Energy, MidAmerican, Peoples Gas and North Shore Gas, Xcel



# Vision for non-Utilities to Participate

- Stakeholders, Evaluators, Commission Staff
  - Intermittently briefed on progress
  - Invited to specific meetings/events as helpful

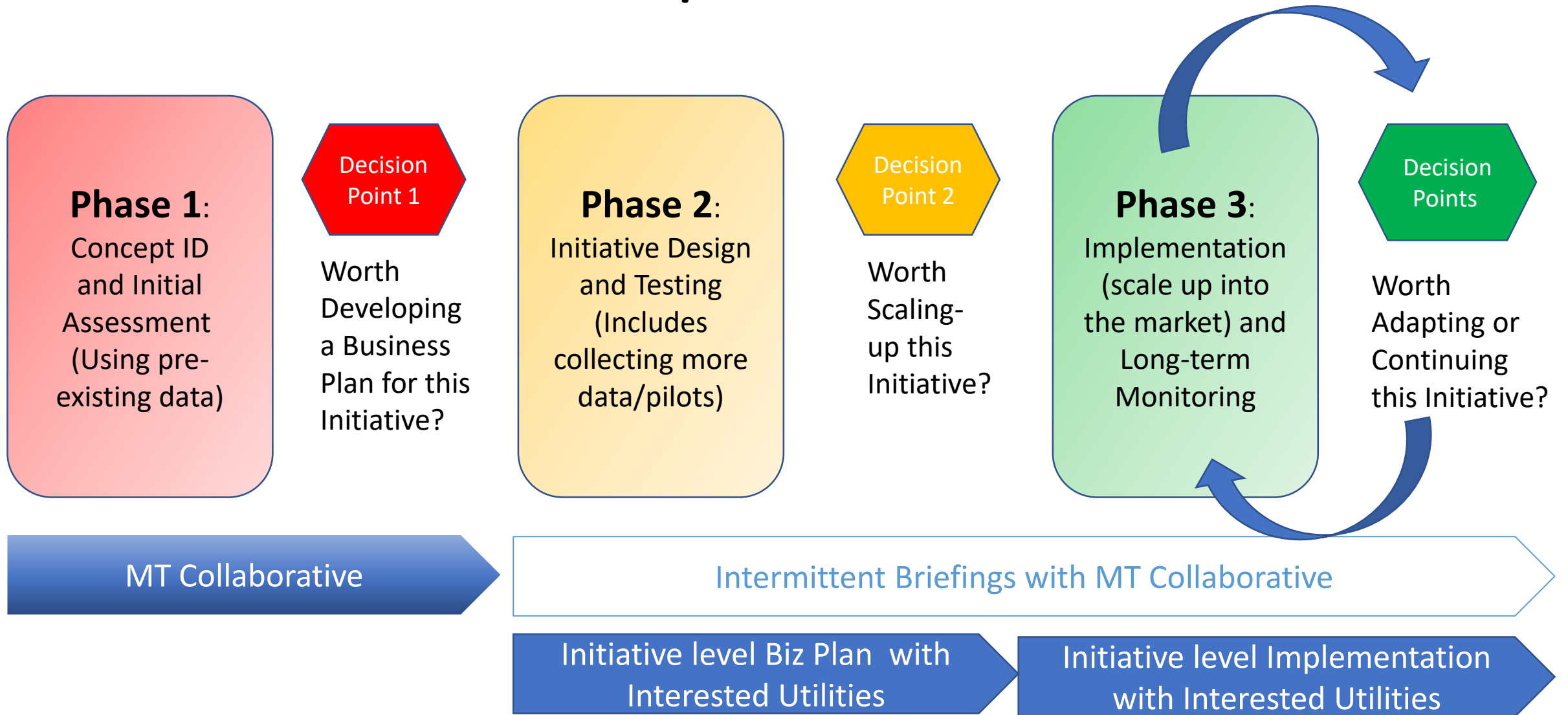
# Regulatory Review

- Regulators are crucial to utility involvement
  - Each state and utility has unique relationship with regulators
  - Each utility will take the lead with its own regulator
  - MEEA/Resource Innovations can provide support
  - Regulatory approaches and issues can be discussed at the MT Collaborative level as needed to develop educational materials and messages

# Resources

- Start-up led by Resource Innovations Team including:
  - Midwest Energy Efficiency Alliance (MEEA)
  - Gas Technology Institute (GTI)
  - Northwest Energy Efficiency Alliance (NEEA)
  - Others as needed

# MT Initiative Development Process





# Active Initiatives

Initiative	Detail/Scope
Building Operator Certification (BOC)	<ul style="list-style-type: none"> <li>• Evolving from IL DECO era</li> <li>• Business Plan (includes logic model) in Development</li> </ul>
Illinois Home Performance	<ul style="list-style-type: none"> <li>• Evolving from IL DECO era</li> <li>• Research into ‘leverage points’ in process</li> <li>• Could lead to Business Plan</li> </ul>
Code Compliance and Code Adoption	<ul style="list-style-type: none"> <li>• Evolving from MEEA work</li> <li>• Determination of acceptable savings is key</li> <li>• Could lead to Business Plan</li> </ul>
Commercial Food Service	<ul style="list-style-type: none"> <li>• Evolving from Pilot research</li> <li>• Developing future savings baseline from market intelligence</li> <li>• Will lead to Business Plan</li> </ul>
Lighting Controls	<ul style="list-style-type: none"> <li>• Developing an “Idea Brief” to see if interest</li> <li>• Based on work done at NEEA</li> </ul>

# Initiative Ideas for Potential Discussion

- Gas
  - Venturi Steam Trap
  - Gas Fired Air Source HP
  - Air Deflectors for Unit Ventilators
- Electric
  - Retailer Products Platform
  - HP Water Heaters
  - Lighting Controls
  - Electric Dryers
- Dual
  - Strategic Energy Management
  - MF energy use as a system
  - Smart Commercial Buildings
  - Commercial Rooftop Units
  - Commercial window attachments (secondary glazing systems)
  - Residential thin-film triple glaze
  - Other?

# Questions?

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# Definition of Market Transformation

- Market Transformation (MT) is the strategic process of intervening in a market to create lasting change that results in the accelerated adoption of energy efficient products, services and practices.

