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# Driving engagement & innovation in gas-centric industrial markets and beyond

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#CREF17

CLEAResult<sup>®</sup>  
**Energy** Forum

# Agenda

- Comprehensive Program Design
- Engaging & Retaining your larger customers
- Innovating with Industrials & beyond

# To drive sustained energy savings

## Partner with your customers

- Focused outreach efforts in collaboration with utility account managers
- **Conduct comprehensive assessments** to learn operational nuances within the facility
- Multiple rounds of discussions with customers – never one and done

## Start small and build trust

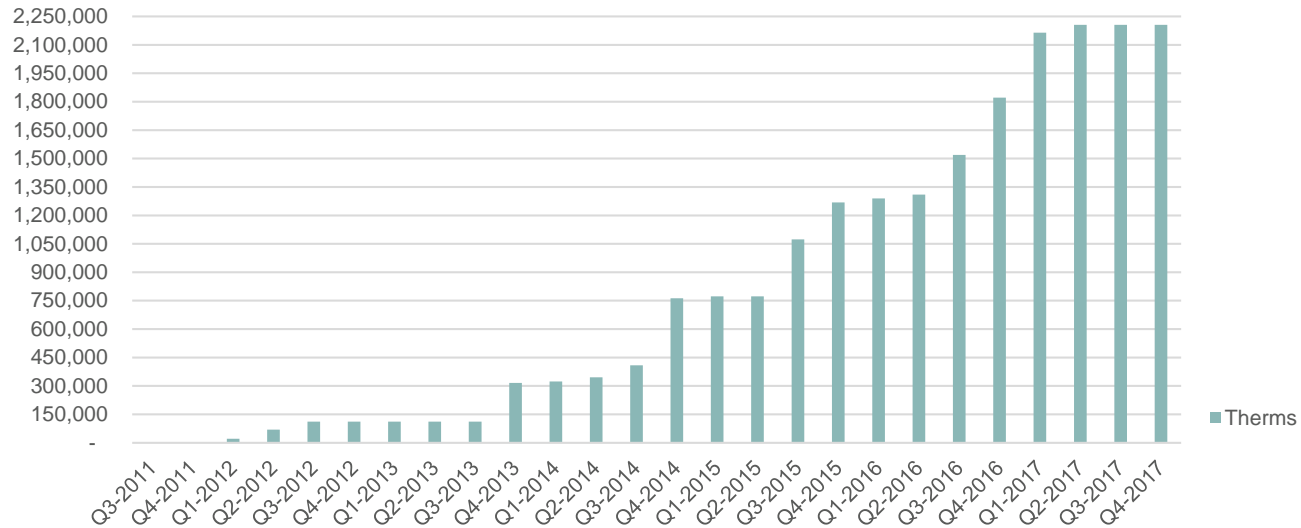
- Don't dead-end with prescriptive, but drive optimization through **custom and new technologies**
- Create open dialogue on energy and non-energy benefits and barriers to implementation
- Remain neutral, remain a resource

## Unlock deeper savings to reach energy efficiency goals

- Deliver on expectations in order to promote projects of increasing complexity
- Create a customer-centric culture
- **Turnkey program implementation** builds long-term relationships and robust pipelines

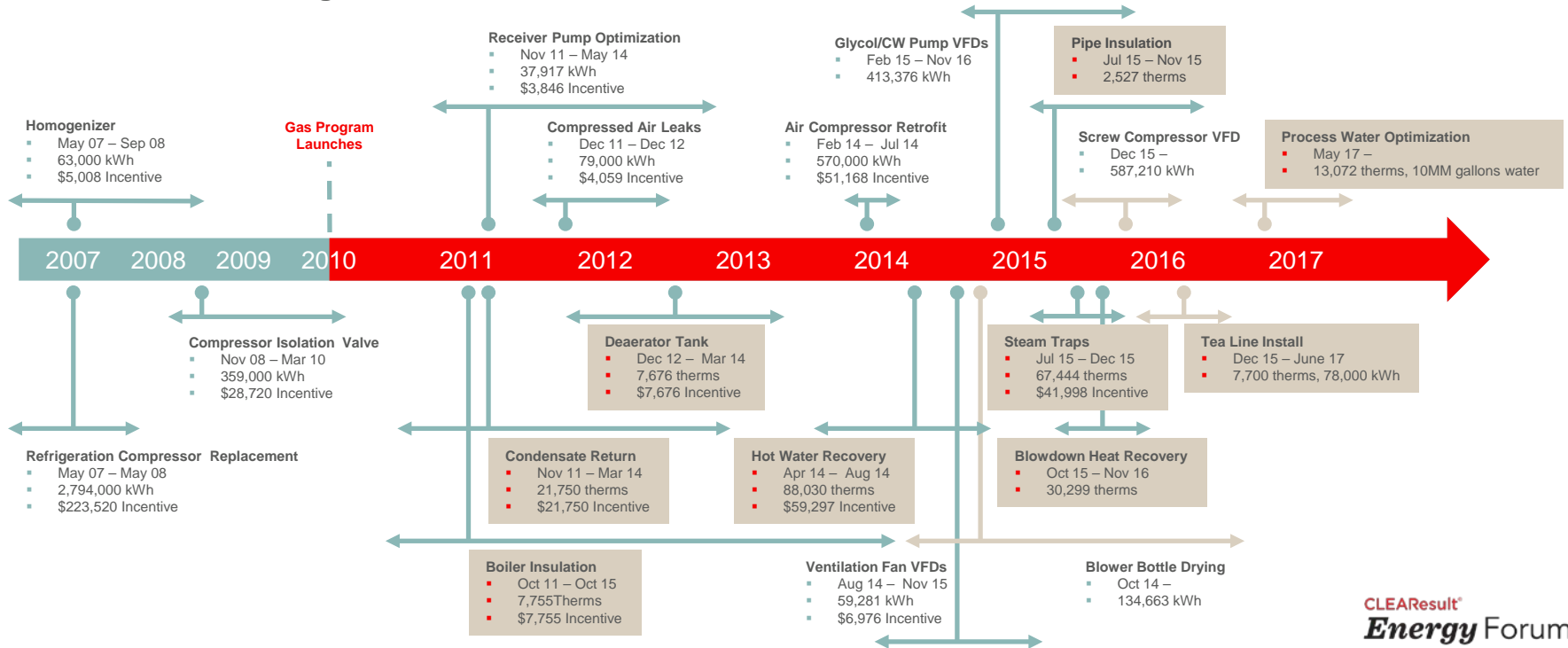
# The evolution of the small industrial facility upgrade program

SoCalGas® Industrial Energy Efficiency Results Through July 2017



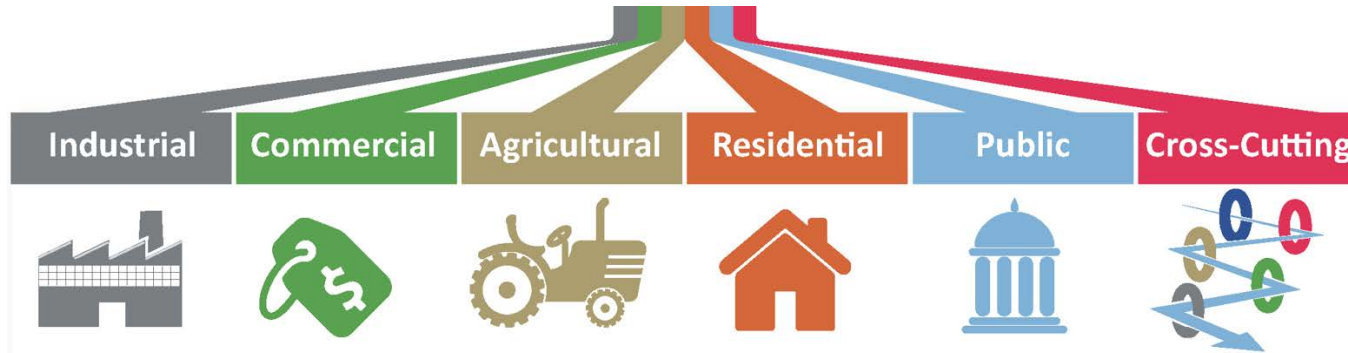
# Building momentum & trust with a food manufacturer

19 utility-funded projects over three funding cycles and three utilities.  
Total estimated savings of 6 GWh and 250,000 therms.



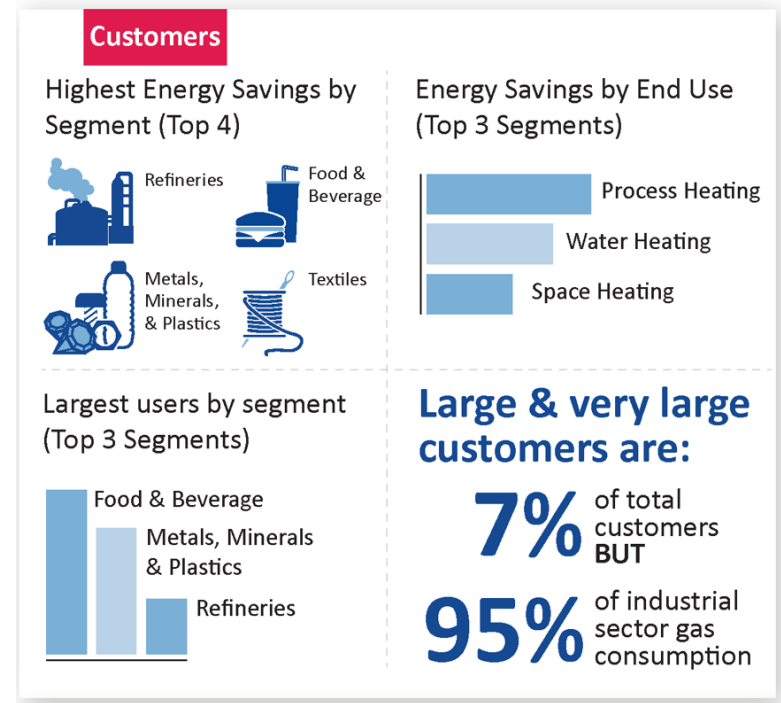
# Southern California Gas

*“To offer a suite of solutions that incorporates the best available technologies and services valued by our customers, contributes to achievement of energy efficiency goals, and that ultimately aligns with the State’s overarching energy and environmental goals.”*



# Southern California Gas Industrial

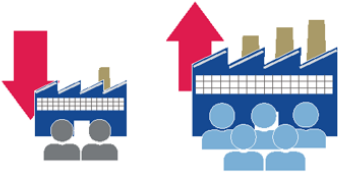
- Southern California Gas Company's industrial customer sector represents nearly 25% of the natural gas consumed by all program-eligible customers.
- Policy Drivers such as AB793
- Future development of Strategic Energy Management
- Most of the Savings come from the Industrial Sector. Moving forward SoCalGas will implement a comprehensive approach to the industrial customer, thus solidifying our customer centric approach.



# Southern California Gas Industrial Sector Challenges

## Sector Challenges

Low adoption of energy efficiency solutions by smaller-sized customers



Complex, time-consuming process to pursue retrofits and operational changes



Current industrial organizational practices do not realize benefits of energy efficiency



Difficult and costly to convince diffused customer segments to pursue energy efficiency





# SoCalGas Industrial Partners

- SoCalGas will move to 20% 3PP portfolio to 60%
- SoCalGas is already partnering with POUs and Water Agencies
- SoCalGas is looking for Emerging Natural Gas Technologies.



# Partnership Innovation in Non-Industrial Markets

- LADWP Direct Install Multifamily Program and Food Service Program
- Los Angeles Metropolitan Water District Restaurant and Low Income Washer Program
- Commercial New Construction



Municipality	Launch	Expiration	No of Programs
LADWP	Sep 2012	Dec 2017	18
Riverside	Nov 2013	Dec 2023	3
Anaheim	Nov 2013	Dec 2015 (Renewable until Dec 2016)	1
MWD	Dec 2014	Dec 2019	3
Pasadena	Feb 2015	Dec 2019	3

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Thank you

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