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Strategic Energy Management: How behavior-based programs build a culture of efficiency and result in savings

Andy McCabe, AEP Ohio

Paul Batchelder, New Caney School District

Richard Brown, Noble Research Institute

Sam Day, CLEAResult

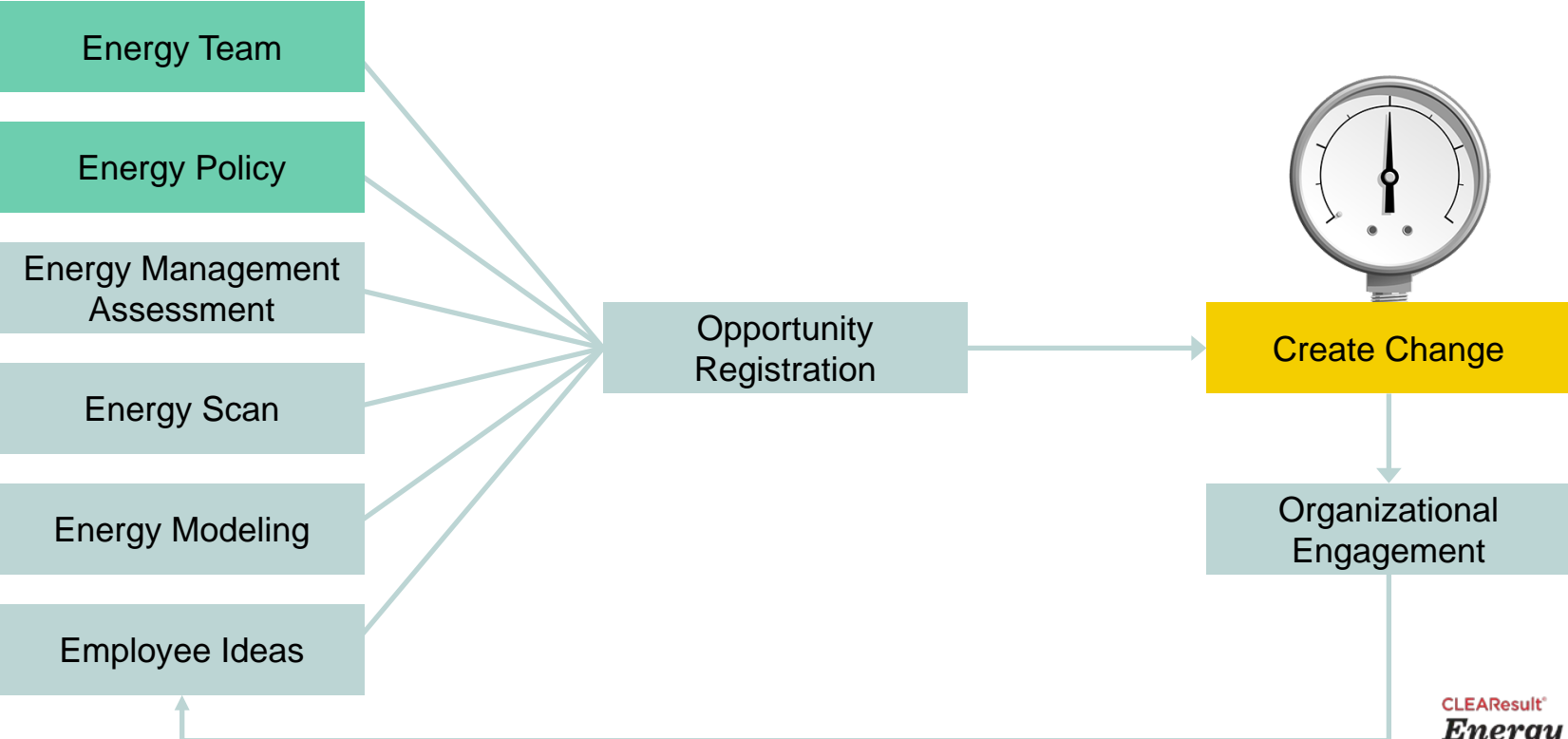
Wendy Gibson, CLEAResult

What *is* Strategic Energy Management?

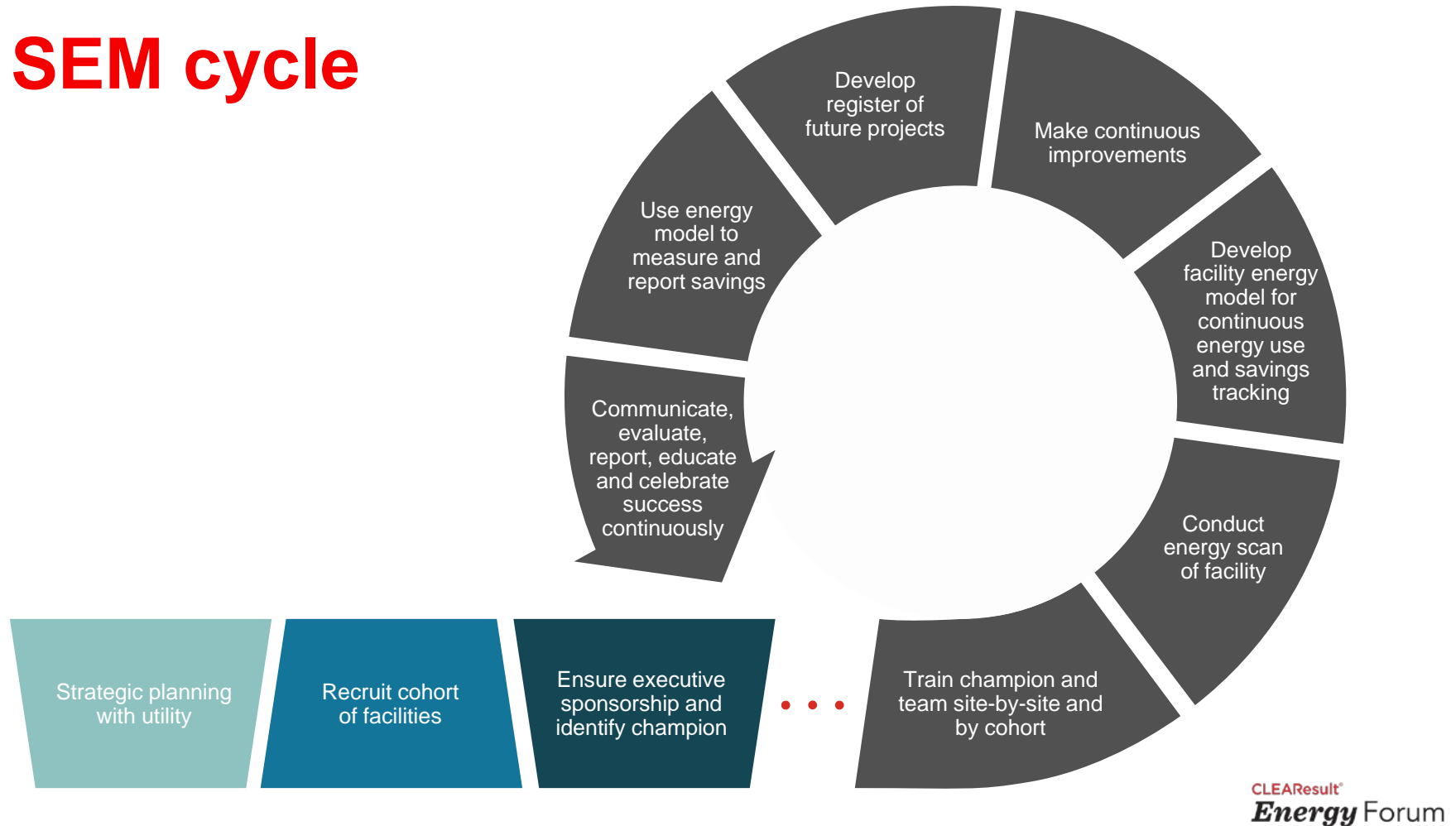
Minimum Elements of SEM

- Customer Commitment
 - Policy and Goals
 - Resources
- Planning and Implementation
 - Project Register
 - Employee Engagement
 - Energy Mapping
- Measuring and Reporting
 - Data analysis
 - modeling

Elements of energy management



SEM cycle



Comparing our Programs

Client	AEP Ohio	OG&E	RMS
Customer Base	C&I	I	C
Number of Participants	100+	11	9
Program Start Date	January 2009	January 2017	January 2015
Annual Program Energy Savings	10-40 GWh	7.5+ GWh	4-7 GWh
Cohort or Individual	Cohort	Cohort	Individual
Education Methods	Workshops & individualized	Workshops & individualized	Individualized
Modeling	Specialized	Specialized	Modeling software
Multi-Year	Yes	Yes	Yes
Claim Savings	Yes	Yes	Yes

Traditional vs. SEM

Traditional EE programs

- Project based / Bottom up
- Focused on equipment
- Spot measurement of savings
- Focused on equipment requiring capital investment
- Value proposition: incentive / payback

SEM programs

- Management driven / Top down
- Site-wide scope
- Whole facility measurement
- Continuous energy usage monitoring
- Focused on low/no cost savings i.e. process and behavior changes - an untapped resource
- Value proposition: Energy stewardship tied to strategic goals beyond energy cost reduction
- Accelerates traditional measures
- Transformative for organization

Our SEM experience: In numbers

4.9%

• Average electricity load saved

400M+

• kWh saved

1.5M+

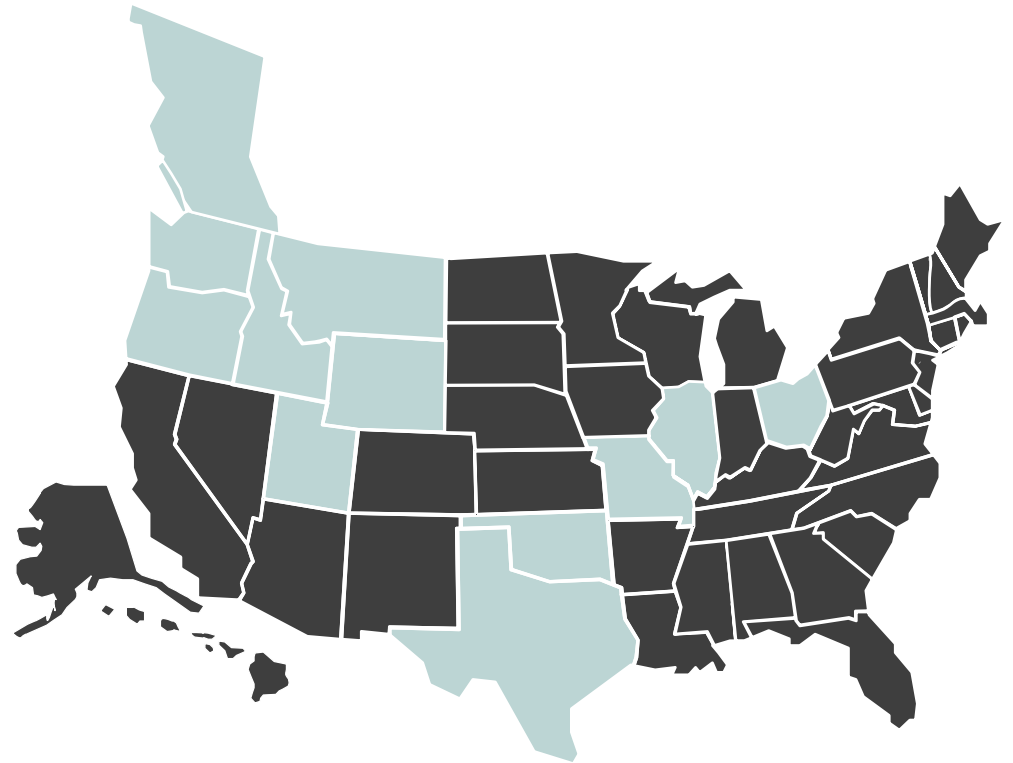
• Therms saved

20

• SEM program employees

700+

• Facilities engaged



Andy McCabe

AEP Ohio

akmccabe@aep.com

Richard Brown

Noble Research Institute

rtbrown@noble.org

Thank you

#CREF17

Paul Batchelder

New Caney School District

pbatchelder@newcaneyisd.org

Sam Day

CLEAResult

sam.day@clearesult.com

Wendy Gibson

CLEAResult

wendy.gibson@clearesult.com