

Transforming Markets and Empowering Communities through Energy Efficiency Pilot Programs

Kaylan Meinecke
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What is a Pilot?

A small scale feasibility study designed to:

- 1) Test new technologies
- 2) Reach underserved markets
- 3) Mend broken supply chains



A driver of future success



Implemented 40
pilot programs



Created more than
70 energy waste
reduction measures



Currently contributes
25% of electric and 20%
of gas portfolio savings

Pilot fundamentals

1) Be inclusive

Solicit multiple sources through various channels

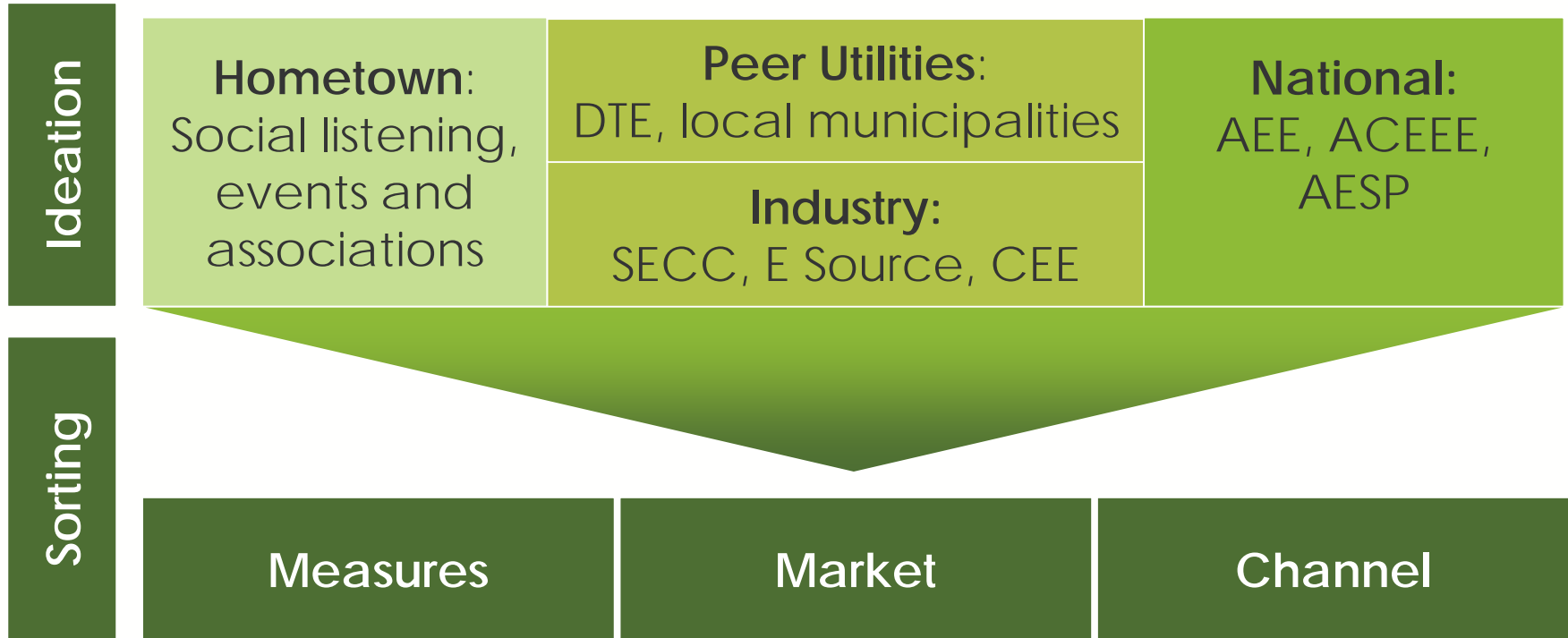
2) Manage your risk

Follow a standard implementation and evaluation process

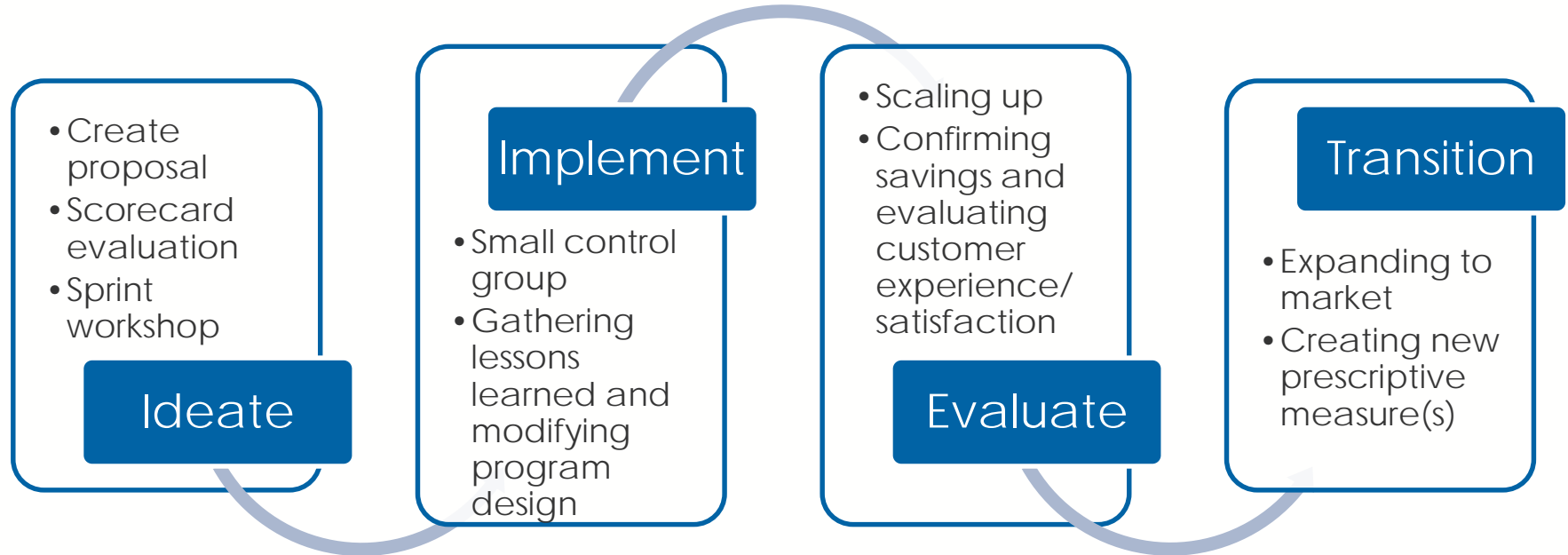
3) Promote integration

Engage stakeholders and identify cross-program synergies

Sourcing ideas



Following a process



Breaking down silos

Stakeholder engagement



Cross-program synergies



What innovative approaches, measures or processes can you explore today that meets tomorrow's energy demands and savings goals?



Transforming markets

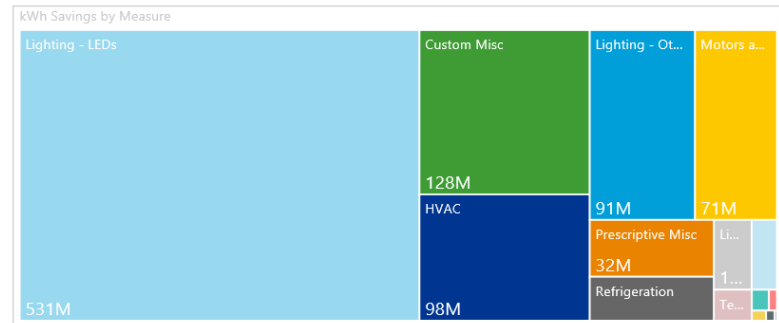
By prospecting for opportunities according to:

- Industry
- Geography
- Measure

And, evaluating potential based on:

- Consumption
- Participation ratios
- Participant savings ratios

County	kWh Consumption	Count of Non-Participants (Elec)	Potential kWh Savings	Potential Score	Participation Ratio (Consumption weighted)	Untapped Consumption
Kent	1,391,932,057	19,528	98,578,341	63,242,701	0.64	1,391,932,057
Kalamazoo	760,554,080	8,525	38,966,450	24,910,518	0.64	631,457,803
Genesee	512,727,661	13,240	76,523,798	43,716,189	0.57	648,565,637
Muskegon	1,185,587,754	6,196	28,408,361	16,141,170	0.57	511,956,029
Saginaw	1,184,013,472	6,548	26,150,803	18,580,662	0.71	342,748,505
Jackson	957,984,394	5,833	75,356,735	38,467,507	0.51	468,960,132
Ottawa	892,835,164	6,554	18,157,295	12,285,741	0.68	288,717,549
Calhoun	870,492,407	4,067	13,142,336	9,627,444	0.73	232,811,503
Midland	596,581,893	2,568	16,040,383	6,660,409	0.42	348,864,661
Ingham	483,333,332	4,310	26,463,019	12,834,775	0.49	248,912,814
Lenawee	428,862,988	3,669	12,019,026	7,504,134	0.62	161,100,409
Allegan	424,873,021	4,558	17,567,005	9,435,241	0.54	196,673,657
Bay	413,975,842	3,036	10,773,235	7,306,255	0.68	133,223,283
Manistee	381,106,083	1,797	11,237,360	3,187,691	0.28	272,998,103
Ionia	330,722,294	1,753	4,933,927	3,764,837	0.76	78,364,387
Charlton	201,748,902	776	1,308,111	1,227,112	0.88	25,865,069



New initiatives

Indoor Agriculture



Midsized Customers



Empowering communities



Michigan's first energy efficiency training center!

- Since 2016, over 2,000 customers and trade allies have participated in educational trainings and certification programs

Mobile Training Unit (MTU)



Kaylan Meinecke
Midsize Business Program Manager
Consumers Energy
Kaylan.Meinecke@cmsenergy.com

