



MCR Presentation at AESP: Geo-targeting—Finding more than savings with EE programs

“Geo-targeting” and “non-wires alternatives” (“NWA”) are, or are becoming, all the rage in the world of utility energy efficiency (“EE”) and other distributed energy resources (“DER”), but the subject can be intimidating as well as expensive. It doesn’t have to be.

MCR provided expertise to OG&E as they undertook a micro-scale pilot, targeting one neighborhood with existing EE programs and delivery mechanisms to test three hypotheses related to distribution transformer loading, EE uptake, and call center activity. OG&E’s pilot was, and will continue to be in 2018, a “test & learn” exercise intended to simply ask the question, “Can EE ‘move the needle?’” OG&E’s micro-scale approach eliminated the pressure of having to hit a home run, while allowing identification of: 1) where to target; 2) marketing and outreach tactics needed to target successfully; 3) data collection and management requirements and methodologies; and 4) analytic requirements so that the pilot hypotheses, and more broadly the viability of geo-targeting, could be tested.

Join us at the AESP conference on Wednesday, February 21 at 1:30pm as we take the audience on OG&E’s geo-targeting pilot journey by summarizing the processes, data management and analytics; and then zoom the lens in to focus on the results, challenges and lessons learned by looking at one large multifamily complex and its immediate neighborhood in a case study fashion.

Find Us in New Orleans!

AESP Conference

Wednesday, February 21

1:30-2:30pm

Session 5C: Business Models—NWA Straight Outta NOLA

About Ed Schmidt, MCR Performance Solutions

Ed is a Director at MCR Performance Solutions, LLC. Ed has over 25 years of experience in energy efficiency and resource planning, forecasting, rates and regulation in both gas and electric utilities. His expertise includes all aspects of energy efficiency program policy, planning, program design and implementation, as well as utility regulatory policy analysis and testimony.

MCR Performance Solutions, LLC is a management consulting firm specializing in the electric, natural gas and water utility industries. MCR helps clients achieve superior performance through innovative and effective solutions in their strategies, operations, processes, finances, forecasting, organizational designs, economics,

testimony, and business cases. Our practices include Regulatory Services, Energy Efficiency, Transmission Strategy, Nuclear Generation, Financial Advisory and Utility Transformation Services. For more information, please visit www.mcr-group.com.

About Kirsten Rowley, Oklahoma Gas & Electric

Kirsten is a Senior EM&V Analyst at Oklahoma Gas and Electric Company. Kirsten has over 10 years of experience working in analytics, planning, forecasting, and accounting. Specific to EE, she has 5 years of direct involvement in all facets of OG&E's EE programs, including portfolio planning and design, implementation, delivery, analytics, evaluation activities, regulatory policies and accounting, testimony, and a participates in multiple collaborative working groups.

Oklahoma Gas and Electric (OG&E) is Oklahoma's oldest and largest investor-owner utility serving more than 830,000 customers in Oklahoma and western Arkansas. OG&E has approximately 2,500 employees who live and work in the very communities we serve. OG&E power plants are located throughout Oklahoma and generate electricity using natural gas, coal, wind and solar power. For more information, please visit www.oge.com.