

# 2019 Achievable Potential Study Advisory Group Meeting #8

---

February 14, 2019



# Meeting Agenda

Time	Topic	Lead
10:00-10:10	Welcome & Introductions	Nik Schruder (IESO) & Pascale Duguay (OEB)
10:10-10:15	Review and confirmation of: <ul style="list-style-type: none"> <li>Mtg #7 minutes</li> <li>Action items from Mtg #7</li> </ul>	Valerie Bennett (OEB)
10:15-10:25	Project status update	Peter Steele-Mosey (Navigant)
10:25-11:15	Task 2: Base Year Disaggregation Results	Dixon Grant (Navigant)
11:15-11:45	Task 3: Reference Forecast Results	Farhad Daruwala (Navigant)
11:45-12:15	Task 7: Achievable Potential	Peter Steele-Mosey (Navigant) & Tyler Capps (Navigant)
12:15-12:45	Lunch	
12:45-1:45	Task 7: Achievable Potential Continued	Peter Steele-Mosey (Navigant) & Tyler Capps (Navigant)
1:45-2:15	Task 9: Sensitivity Analysis	Peter Steele-Mosey (Navigant) & Tyler Capps (Navigant)
2:15-2:25	Next steps and 30 day outlook	Peter Steele-Mosey (Navigant)
2:25-2:30	Wrap-up	Nik Schruder

# Meeting Objectives

- Provide project schedule and status updates
- Present draft base year disaggregation and draft reference forecast task results
- Present achievable potential methodology and discuss scenarios to be used for this study
- Present and discuss approach to sensitivity analysis

# Action Items from December 13<sup>th</sup> Meeting

Action Items Identified	Status/Next Steps
Gas utilities to confirm whether the avoided costs they provided to Navigant include the federal carbon price.	Both Enbridge and Union Gas confirmed avoided costs do not include the cost of carbon.
Navigant to calculate cost effectiveness of individual measures and work with Project Team to select cost effectiveness threshold based on results.	Still under discussion with the Project Team. Cost effectiveness threshold will be shared once confirmed.
Project Team to provide an update on electricity avoided cost assumptions.	Still under discussion with the Project Team. Updated assumptions will be shared once confirmed.
Project Team to confirm the selected segment for whole building analysis.	Navigant is moving ahead with the hospital segment.

# INTEGRATED NATURAL GAS AND ELECTRICITY CONSERVATION ACHIEVABLE POTENTIAL STUDY

---

UPDATES FROM NAVIGANT

2019-02-14



NAVIGANT

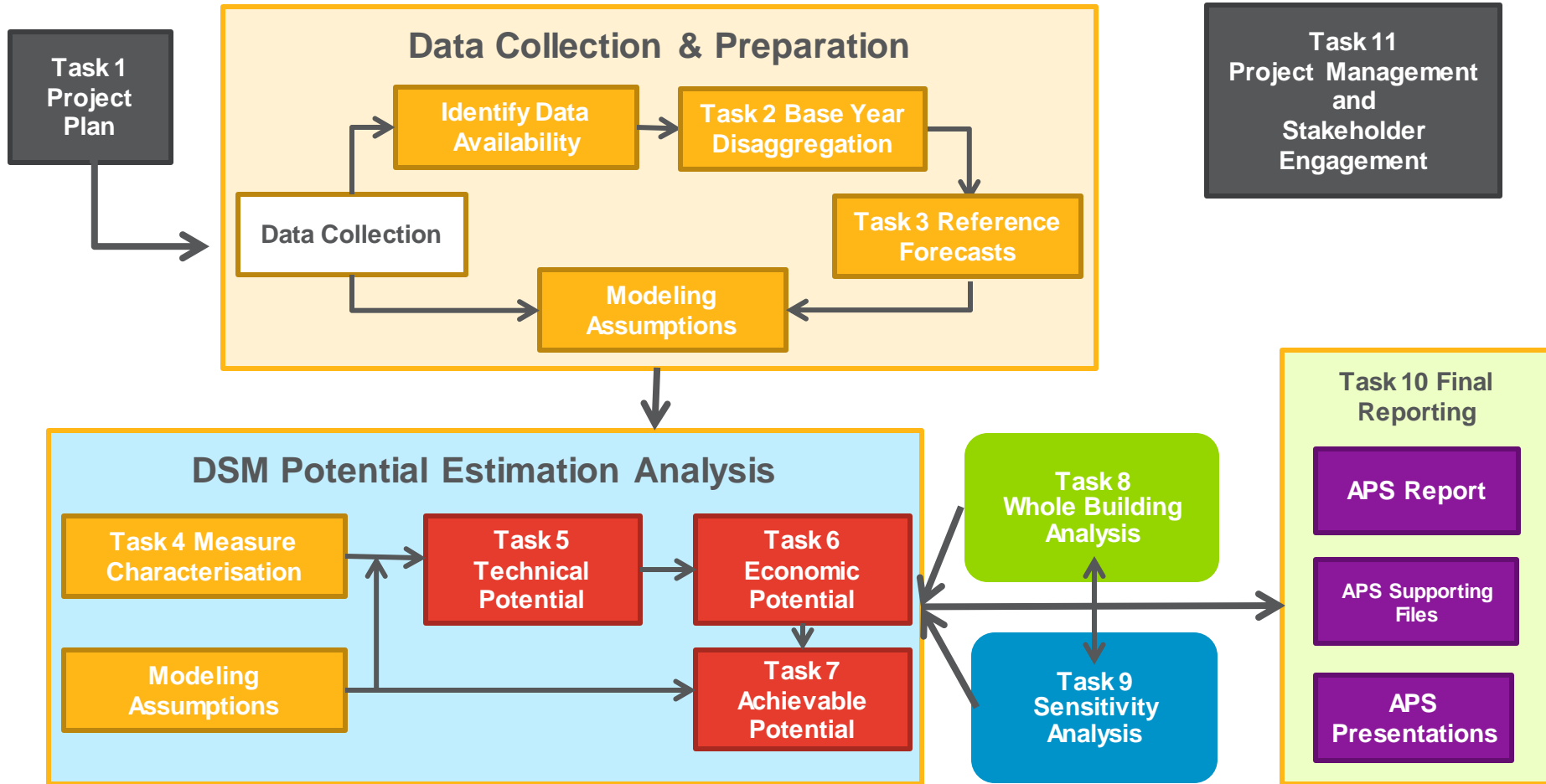
The logo for Navigant features the word "NAVIGANT" in a bold, sans-serif font, with a green leaf-like shape integrated into the letter "A".



SCHEDULE &  
STATUS UPDATES

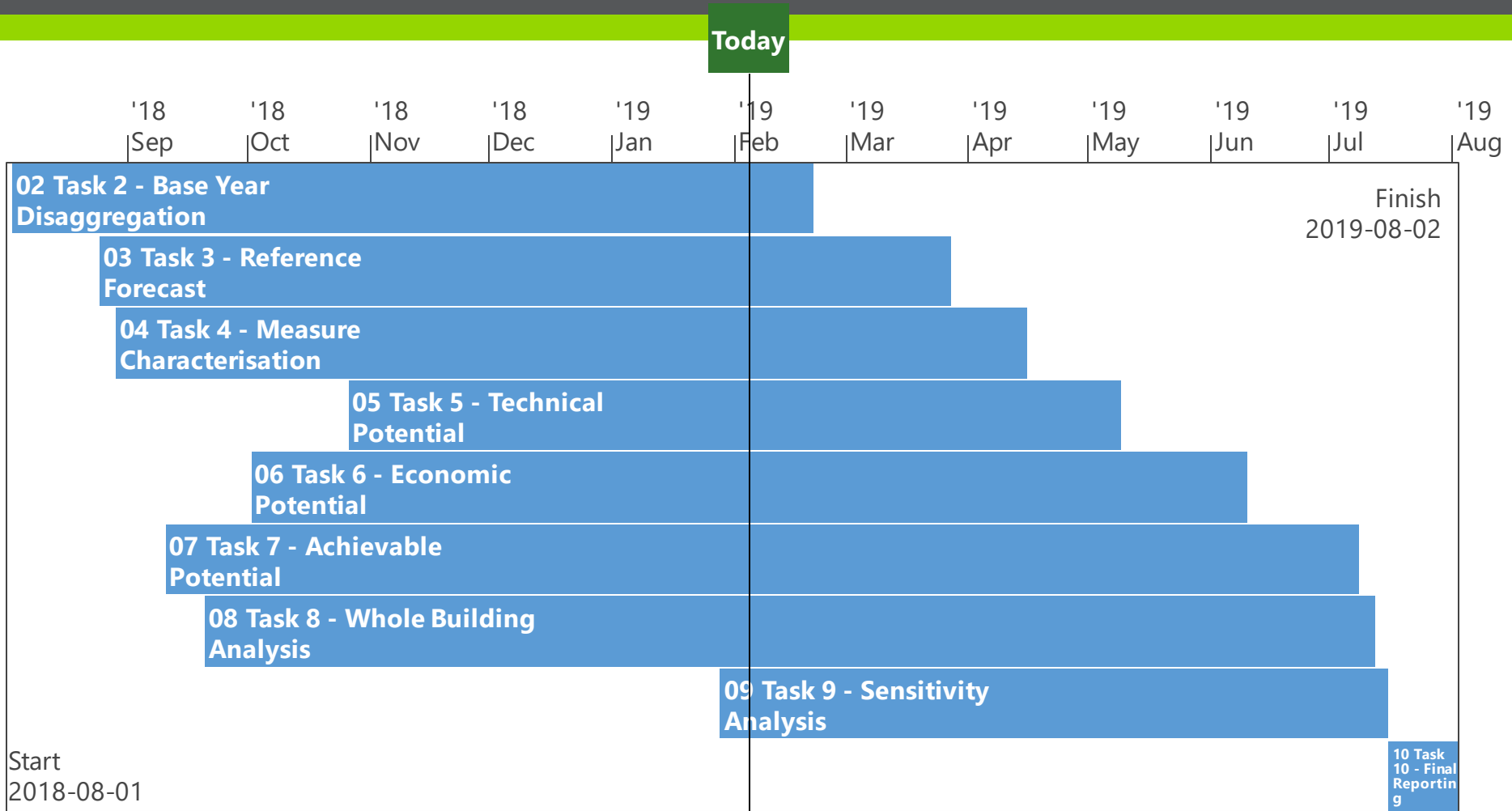
# SCHEDULE & STATUS UPDATES

## REVIEW PROJECT OVERVIEW



# SCHEDULE & STATUS UPDATES

## PROJECT TIMELINE





# SCHEDULE & STATUS UPDATES

## PROJECT TIMELINE

Task	% Complete	Start Date	Prior End Date (2018-12-13 AG Meeting)	Current End Date Projection	Notes
01 – Project Plan	100%	2018-08-01	2018-09-13	2018-09-13	Completed
02 – Base Year Disaggregation	95%	2018-09-01	2018-12-06 (electricity) / 2018-11-30 (NG)	2019-01-22	Report chapter submitted
03 – Reference Forecast	90%	2018-09-01	2019-02-05	2019-02-05	NB: Report Chapter to be completed by end of Feb.
04 – Measure Characterisation	90%	2018-09-01	2019-02-01	2019-02-15*	Measure list expanded.
05 – Technical Potential	15%	2018-10-26	2019-02-28	2019-03-27	Additional review time provided to PT & lag due to T04
06 – Economic Potential	5%	2018-11-20	2019-04-01	2019-04-26	Lag from upstream activities
07 – Achievable Potential	20%	2018-09-27	2019-07-09	2019-06-17	Delphi approach adopted
08 – Whole Building Analysis	25%	2018-09-10	2019-06-20	2019-06-24	Scheduling updates (working group)
09 – Sensitivity Analysis	10%	2019-01-21	2019-07-22	2019-06-28	Due to upstream changes
10 – Final Report	10%	2018-11-15	2019-08-23	2019-08-02	Due to upstream changes

*\*NB measure characterisation QC and adjustment continues through potential estimation. End date captures first-round characterisation and review efforts.*

## SCHEDULE & STATUS UPDATES

### SUMMARY OF ACTIVITIES UNDERTAKEN SINCE LAST AG

- **Task 2 (Base Year Disaggregation) Activities**
  - Summary presentation completed, and draft report chapter delivered.
- **Task 3 (Reference Forecast) Activities**
  - Summary presentation completed. Report chapter being drafted.
- **Task 4 (Measure Characterisation) Activities**
  - Initial measure characterisation complete. Final batch of measures currently under review by sub-committee.
  - Ongoing updates expected as part of QC process associated with Technical, Economic, and Achievable Potential.
- **Task 5 (Technical Potential) Activities**
  - Measure stacking logic in process of being implemented.
  - Ongoing intake and QC of measure characterisation data.

## SCHEDULE & STATUS UPDATES

### SUMMARY OF ACTIVITIES UNDERTAKEN SINCE LAST AG

- **Task 6 (Economic Potential) Activities**

- Draft electricity avoided costs provided by IESO.
- Continued discussions with Project Team regarding cost-effectiveness screen TRC threshold.

- **Task 7 (Achievable Potential) Activities**

- Delphi-style survey deployed and recovered. Analysis of responses in progress.
- Begun discussions re: Achievable Potential scenarios.

- **Task 8 (Whole Building Analysis) Activities**

- Segment finalized: Hospitals.
- IESO and NG utility historical data intake in process.
- Scope and required expertise for potential working group to be confirmed following in-depth review of program data (currently in process).

- **Task 9 (Sensitivity Analysis) Activities**

- Potential sensitivity parameters identified.
- Key decisions w.r.t. which parameters will be tested to be discussed today.

# SCHEDULE & STATUS UPDATES

## SUMMARY OF ACTIVITIES UNDERTAKEN SINCE LAST AG

### Next Steps from AG Meeting #6 (2018-12-13)

#### NEXT STEPS AND 60 DAY OUTLOOK

##### Task 3: Reference Forecast

1. Intake IESO reference forecast. ✓
2. Disaggregate IESO and NG forecasts to deliver model inputs. ✓

##### Task 4: Measure Characterisation

1. Complete measure characterisation ✓

##### Task 5: Technical Potential

1. Iterative QC of characterised measures ✓
2. Iterative QC of reference forecast ✓

##### Task 6: Economic Potential

1. Intake required input data (avoided costs, etc.) ✓
2. Intake and QC of measure cost data and QC model cost diffusion. ✓
3. Apply selected cost-effectiveness screening approach. ✓

##### Task 7: Achievable Potential

1. Recruit Delphi Panel ✓
2. Submit, collect, and analyze results of questionnaire ✓
3. Prepare and finalize virtual discussion guide ✓

##### Task 8: Whole Building Analysis

1. Intake TRCA Data ✓
2. Finalize segment for analysis ✓
3. Finalize quantitative approach ✓
4. Recruit WBA working group (tentative) ✓

First round complete. Revisions to continue through development of potential estimates.

Iterative QC ongoing

Project Team and Navigant in discussions regarding cost-effectiveness screening

Analysis of Delphi-style survey and development of discussion guide in process

TRCA data unavailable for legal reasons. Quantitative approach to be finalized following review of existing program data.

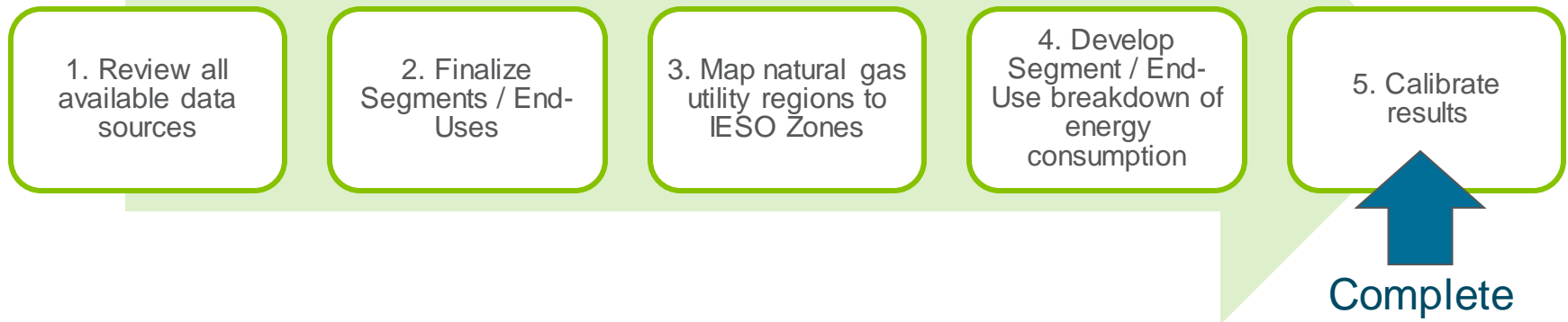


## TASK 02: BASE YEAR DISAGGREGATION

# TASK 2: BASE YEAR DISAGGREGATION

## OVERVIEW

### Process



### Purpose

- The **base year disaggregation** (BYD) delivers a detailed profile of electricity and natural gas consumption, by sector, segment, and end use.
- The goal of the BYD is to transform input NG and electricity base year consumption to achieve a **common level of granularity** that reflects the requirements of the study.




## TASK 2: BASE YEAR DISAGGREGATION

### BASE YEAR DATA RECEIVED

APS base year consumption and stock data was provided by the IESO, Enbridge Gas Distribution and Union Gas. In some cases the input granularity does not match the requirements of the study.

#### Electricity

#### Natural Gas

	Electricity	Natural Gas
<b>Residential</b> 	<b>Consumption</b> Data provided by segment, end-use, and IESO Zone	<b>Consumption</b> Data provided by segment, IESO Zone, and natural gas region
	<b>Stock</b> Households provided by segment, and IESO Zone	<b>Stock</b> Number of customers provided by segment, IESO Zone, and natural gas region.
<b>Commercial</b> 	<b>Consumption</b> Data provided by segment, end-use, and IESO Zone	<b>Consumption</b> Provided by segment, IESO Zone (~75% of consumption) and natural gas region
	<b>Stock</b> Floor space provided by segment and IESO Zone	<b>Stock</b> Number of customers provided by segment, IESO Zone, and natural gas region
<b>Industrial</b> 	<b>Consumption</b> Data provided by segment, end-use and IESO Zone	<b>Consumption</b> Data provided by segment, IESO Zone (Union only) and natural gas region
	<b>Stock</b> No stock provided	<b>Stock</b> No stock provided

\*Note that Enbridge consumption was only provided by segment and sector

# TASK 2: BASE YEAR DISAGGREGATION




## MAJOR BYD TRANSFORMATIONS

APS base year data are transformed to deliver granularity required by APS. Calibration ensures that aggregated values match those delivered to Navigant by IESO and utilities.

### Key Transformations

Electricity

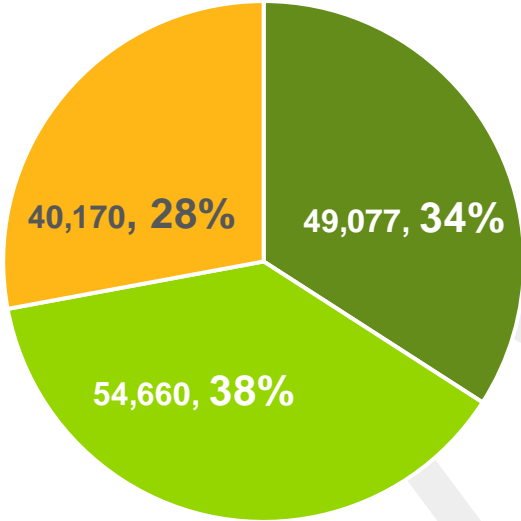
Natural Gas

	Electricity	Natural Gas
<b>Residential</b> 	<b>Segment Allocation:</b> <ul style="list-style-type: none"> <li>Low Income Single Family</li> <li>Low Income, Multi-Family</li> </ul>	<b>Segment Allocation:</b> <ul style="list-style-type: none"> <li>Low Income Single Family</li> <li>Low Income, Multi-Family</li> </ul> <b>End-Use Allocation</b> <ul style="list-style-type: none"> <li>Input data not split by end-use</li> </ul> <b>Fuel Share Estimation (Gas-Connected Stock)</b>
<b>Commercial</b> 	<b>Segment Allocation:</b> <ul style="list-style-type: none"> <li>Data Centres</li> </ul>	<b>Geographic Allocation</b> <ul style="list-style-type: none"> <li>~75% BYD data provided mapped to IESO zones. Remainder allocated by Navigant.</li> </ul> <b>End-Use Allocation</b> <ul style="list-style-type: none"> <li>Input data not split by end-use</li> </ul> <b>Fuel Share Estimation (Gas-Connected Stock)</b>
<b>Industrial</b> 	<b>Segment Allocation:</b> <ul style="list-style-type: none"> <li>Agriculture</li> <li>Water/Wastewater Treatment Plants</li> </ul> <b>End-Use Allocation:</b> <ul style="list-style-type: none"> <li>Input data for new segments not split by end-use</li> </ul>	<b>Geographic Allocation</b> <ul style="list-style-type: none"> <li>EGD BYD data mapped to IESO zones by Navigant.</li> </ul> <b>End-Use Allocation</b> <ul style="list-style-type: none"> <li>Input data not split by end-use</li> </ul>



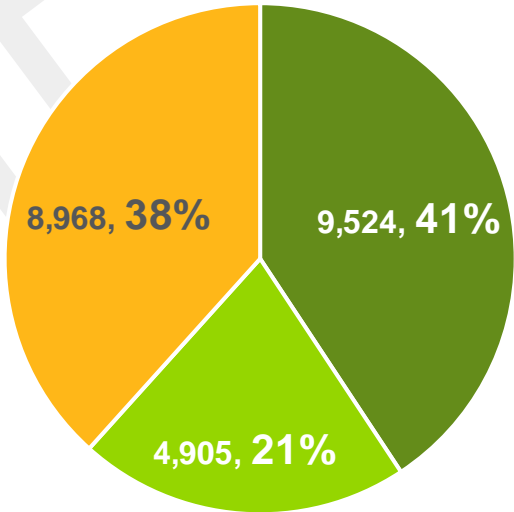
TASK 02 – BASE YEAR DISAGGREGATION  
RESULTS: OVERVIEW OF SECTORAL CONSUMPTION

Electricity Consumption (GWh)



■ Residential ■ Commercial ■ Industrial

Natural Gas Consumption (million cubic meters)

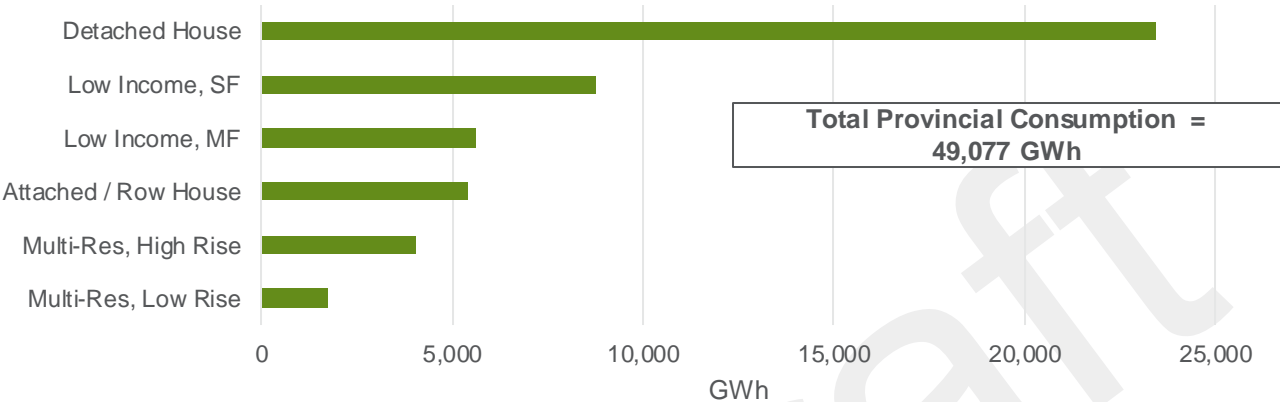


■ Residential ■ Commercial ■ Industrial

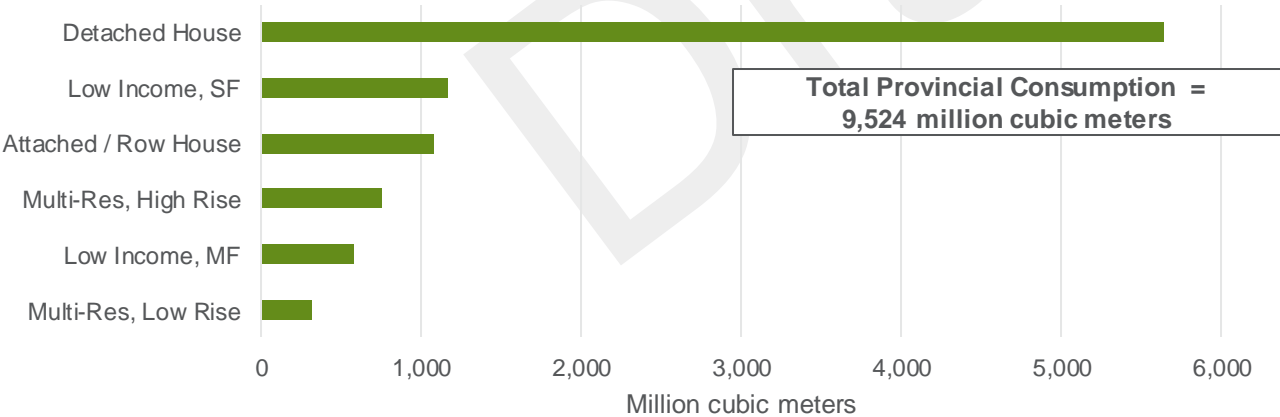
# TASK 02 – BASE YEAR DISAGGREGATION

## RESULTS: PROVINCIAL RESIDENTIAL CONSUMPTION BY SEGMENT

Residential – Electricity Consumption by Segment



Residential – Natural Gas Consumption by Segment

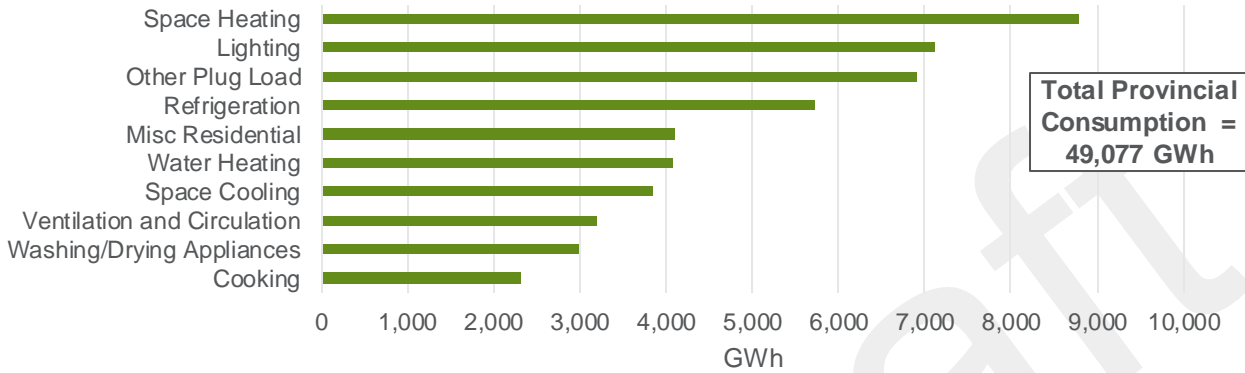


- **Low income** segments make up a smaller proportion of gas and electric consumption than non-low income.
- Low income households are **concentrated in zones where electric space heat is more common** (Northeast, Northwest, etc.) .

# TASK 02 – BASE YEAR DISAGGREGATION

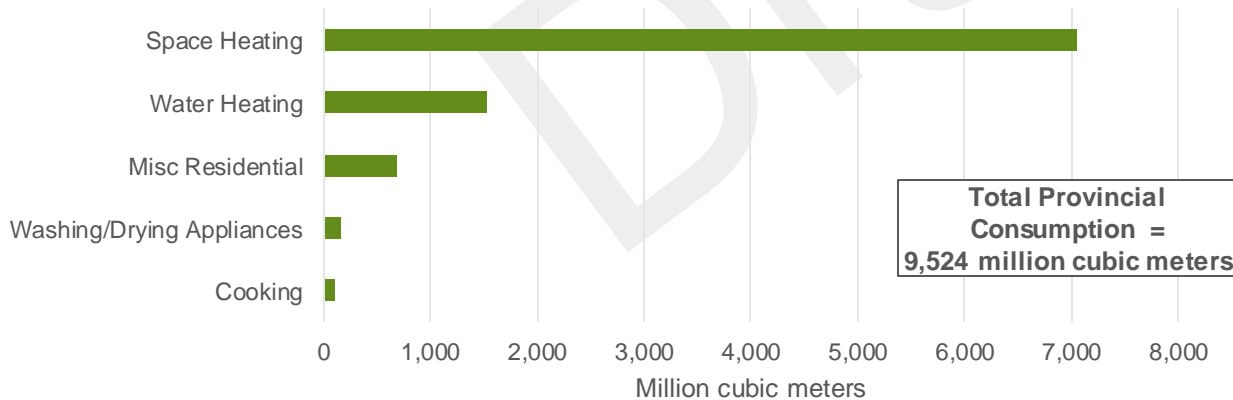
## RESULTS: PROVINCIAL RESIDENTIAL CONSUMPTION BY END USE

### Residential – Electricity Consumption by End Use



- **Space Heating** is the highest consumption end-use for both fuels.

### Residential – Natural Gas Consumption by End Use

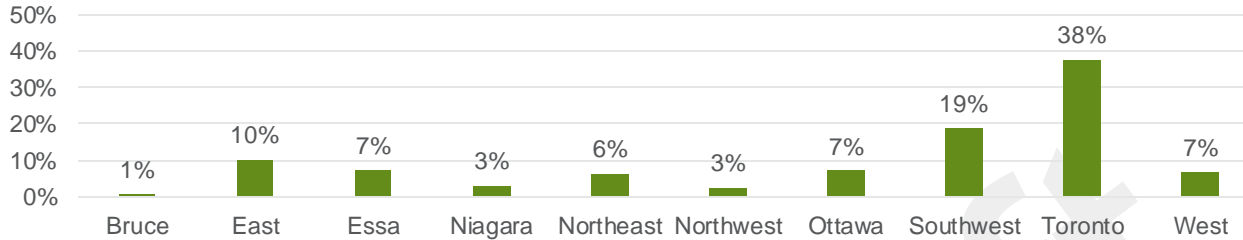


- Water heating as a fraction of space-heating is much higher for electricity than for gas. This reflects the fact that **it is not unusual for a home to use gas for space heat, but not for water heat**: 22% of non-low-income single family (SF) households (HH) use electric water heat, but only 9% of non-low income SF HH use electric space heat.

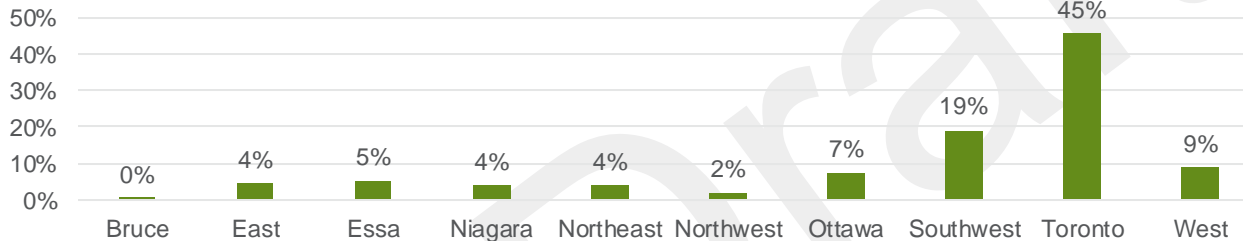
# TASK 02 – BASE YEAR DISAGGREGATION

## RESULTS: PROVINCIAL RESIDENTIAL CONSUMPTION BY IESO ZONE, NG REGION

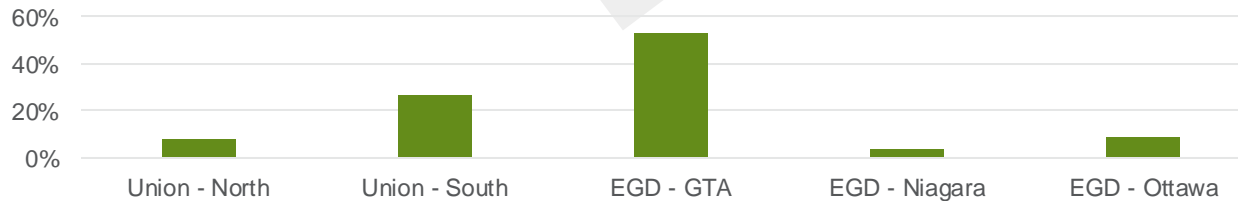
### Residential – Electricity Consumption by IESO Zone



### Residential – Natural Gas Consumption by IESO Zone



### Residential – Natural Gas Consumption by Natural Gas Region

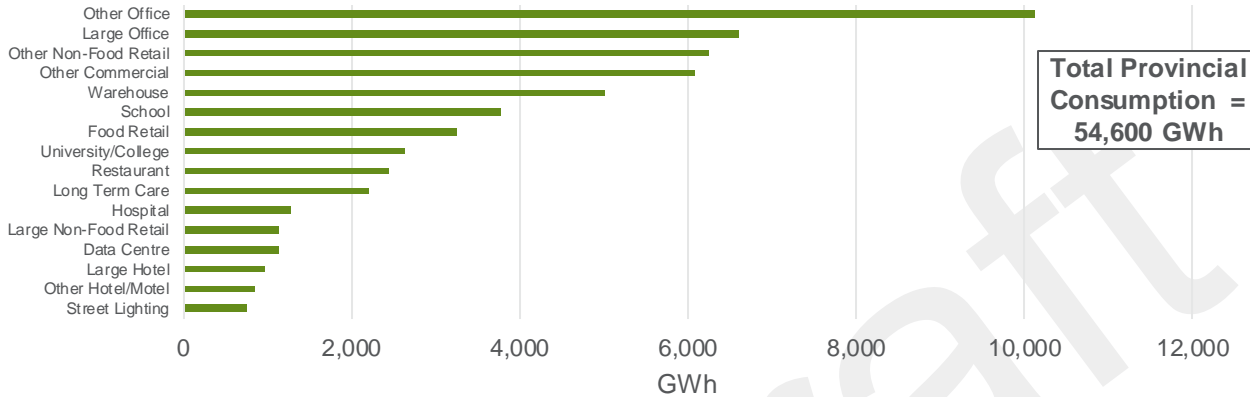


- The **distribution** of residential gas and electricity **consumption** matches population patterns.
- The distribution of **gas consumption is materially skewed to regions where gas connections are more common** (e.g., 10% of electricity consumption is in East, a zone that accounts for only 4% of gas consumption).

# TASK 02 – BASE YEAR DISAGGREGATION

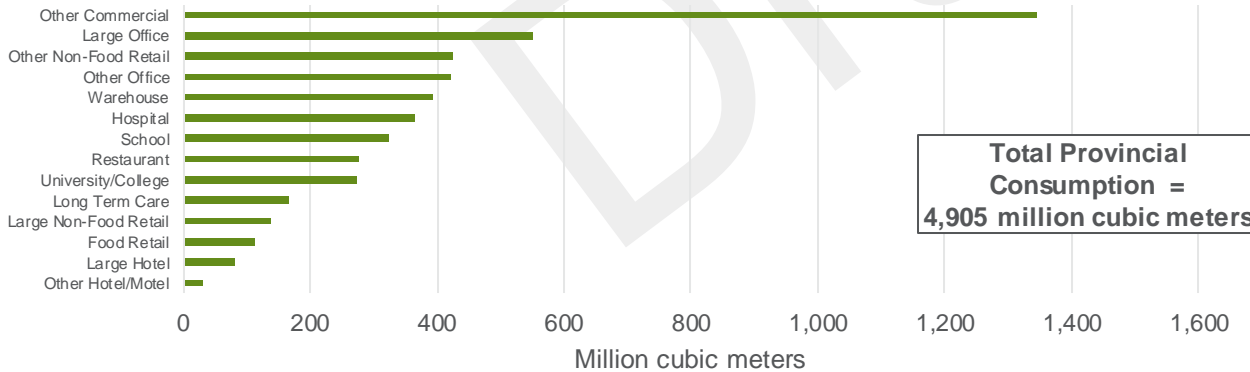
## RESULTS: PROVINCIAL COMMERCIAL CONSUMPTION BY SEGMENT

### Commercial – Electricity Consumption by Segment



- **Electricity consumption is highest** for Other Office, Large Office, Other Non-Food Retail, and Other Commercial segments.

### Commercial - Natural Gas Consumption by Segment

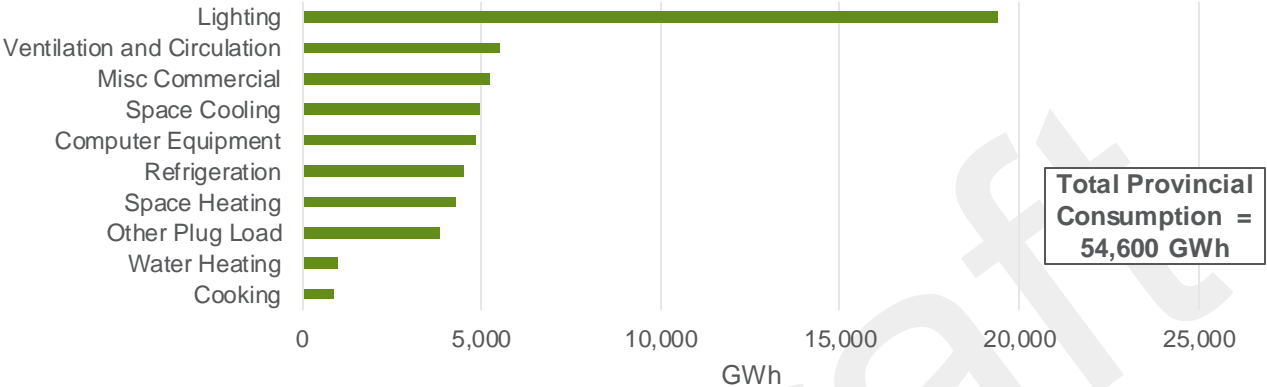


- **Natural gas consumption is highest** for the Other Commercial, Large Office, Other Office, and Other Non-Food Retail.

# TASK 02 – BASE YEAR DISAGGREGATION

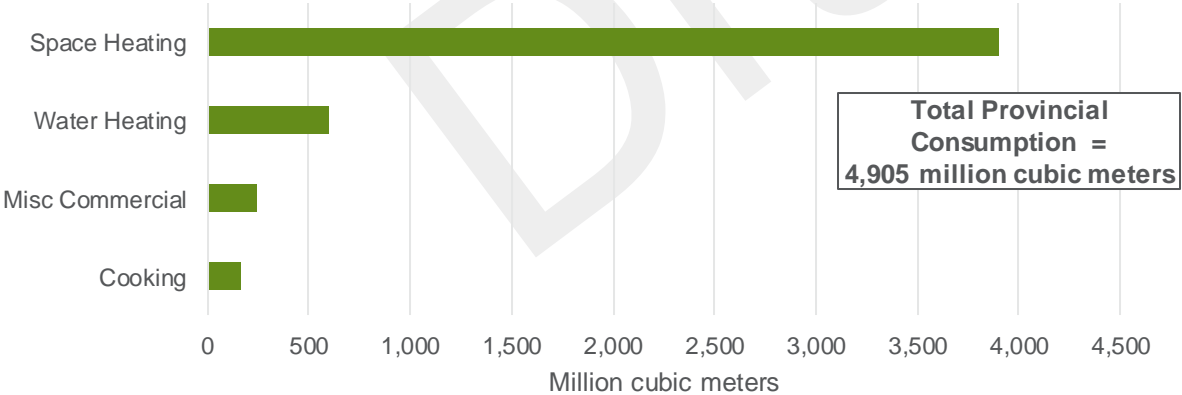
## RESULTS: PROVINCIAL COMMERCIAL CONSUMPTION BY END USE

Commercial – Electricity Consumption by End Use



- **Electricity consumption** is primarily composed of **lighting**, due to large amounts of store room, warehouse, retail and office space that require extensive lighting, often throughout the day.

Commercial – Natural Gas Consumption by End Use

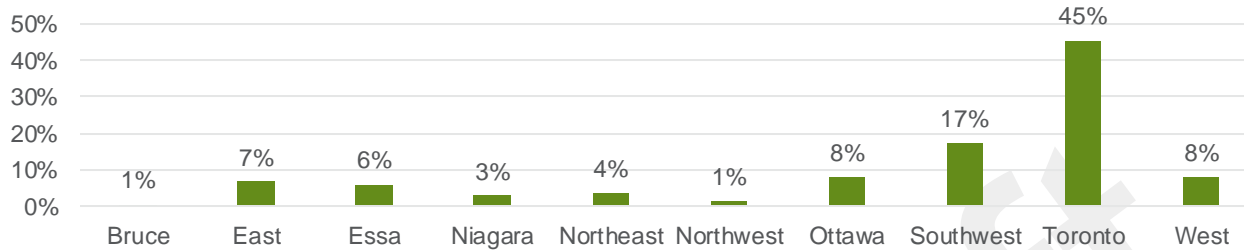


- **Natural gas consumption** is primarily composed of **space heating**, due to the high proportion of natural gas space heating equipment for commercial applications.

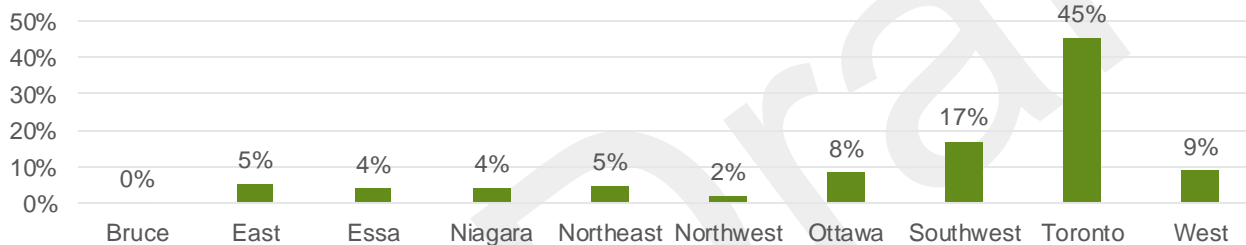
# TASK 02 – BASE YEAR DISAGGREGATION

## RESULTS: PROVINCIAL COMMERCIAL CONSUMPTION BY IESO ZONE, NG REGION

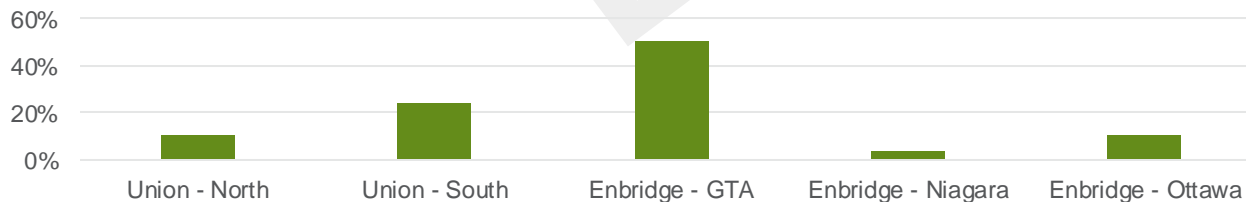
### Commercial – Electricity Consumption by IESO Zone



### Commercial – Natural Gas Consumption by IESO Zone



### Commercial – Natural Gas Consumption by Natural Gas Region

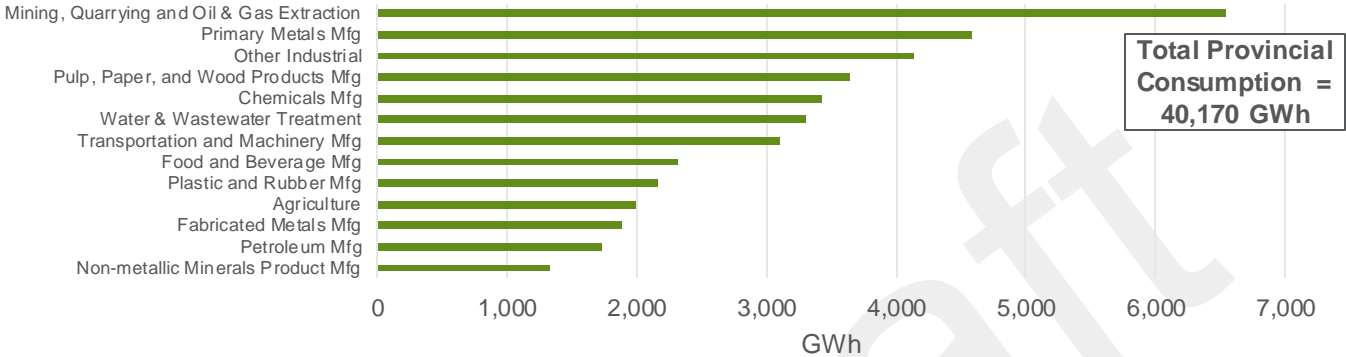


- The **distribution** of commercial gas and electricity **consumption** matches population patterns.
- The distribution of gas consumption is **much more consistent with the distribution of electricity consumption in the commercial sector than it is in the residential sector.** Even in IESO regions with less gas availability, businesses tend to be gas connected.

# TASK 02 – BASE YEAR DISAGGREGATION

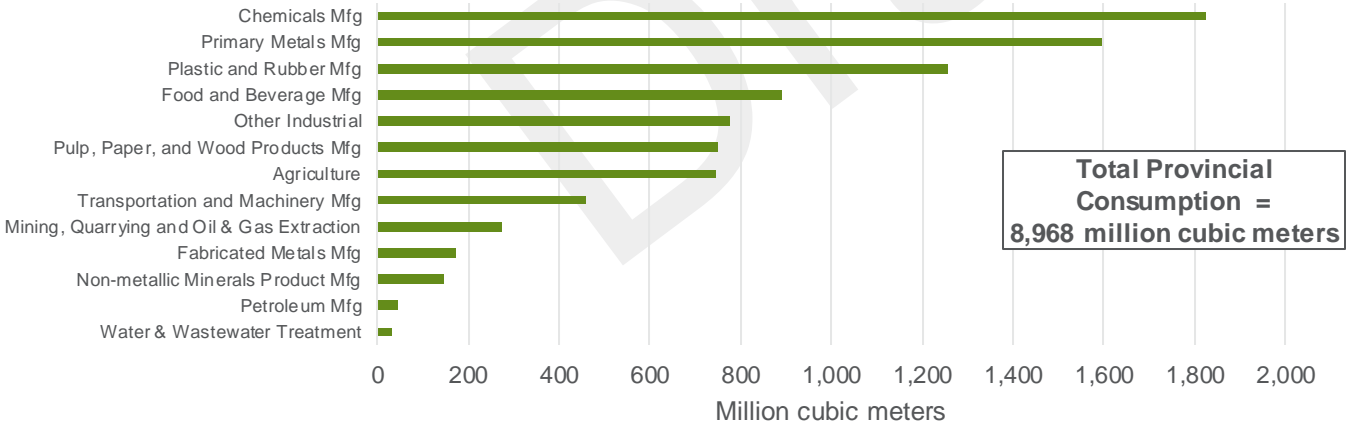
## RESULTS: PROVINCIAL INDUSTRIAL CONSUMPTION BY END USE

### Industrial – Electricity Consumption by Segment



- **Electricity consumption** is largely composed of the **Mining**, and **Primary Metals Manufacturing** segments.

### Industrial – Natural Gas Consumption by Segment



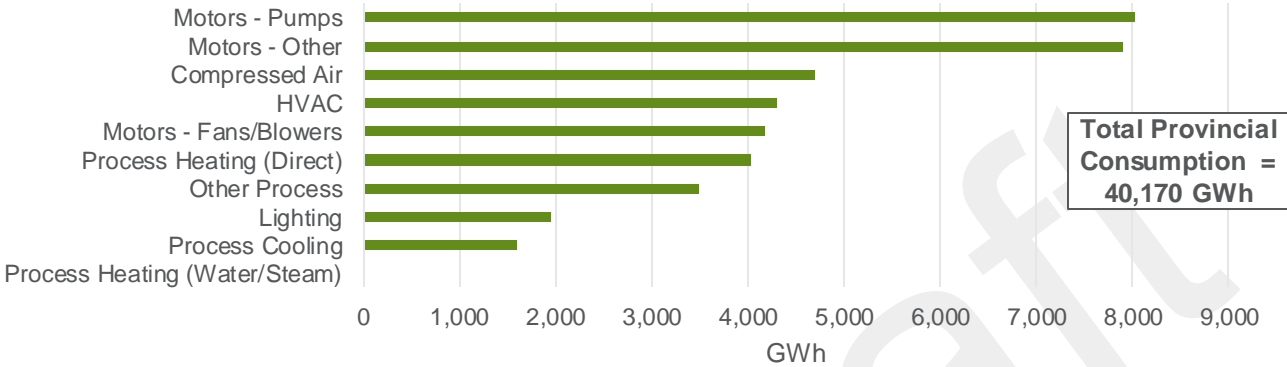
- **Natural gas consumption** is largely composed of the **Chemicals Manufacturing** and **Primary Metals Manufacturing** segments.



# TASK 02 – BASE YEAR DISAGGREGATION

## RESULTS: PROVINCIAL INDUSTRIAL CONSUMPTION BY END-USE

Industrial – Electricity Consumption by End Use

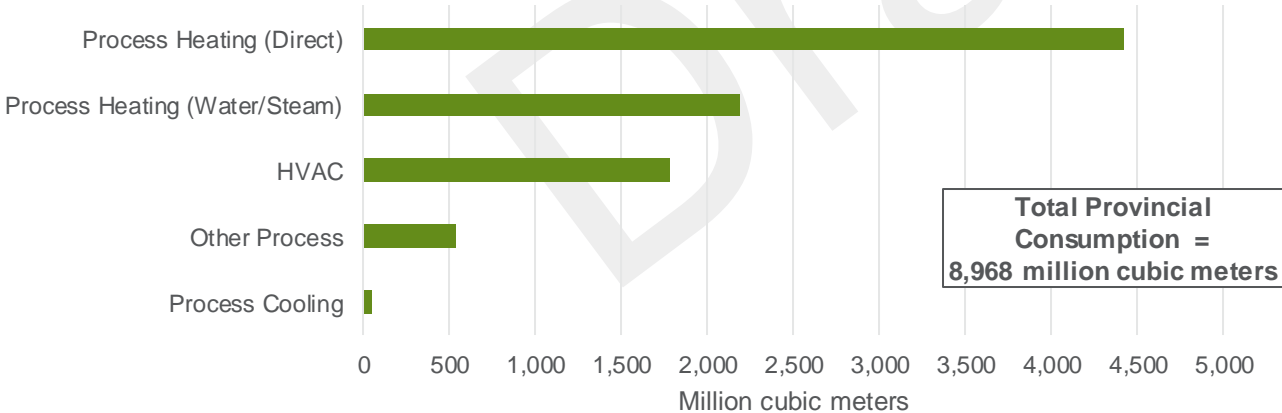


- **Motors** (pumps, fans and other) are used **extensively** in industrial processes and are almost entirely **powered by electricity**.

- **Gas** is used primarily for **process heating**.

- Both **gas** and **electricity** have **significant HVAC consumption**.

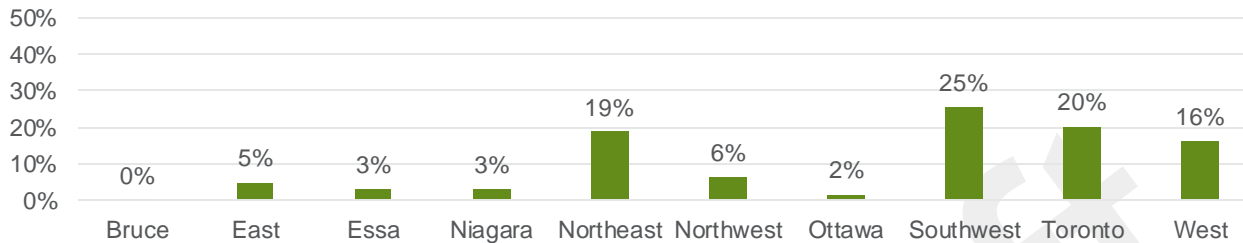
Industrial – Natural Gas Consumption by End Use



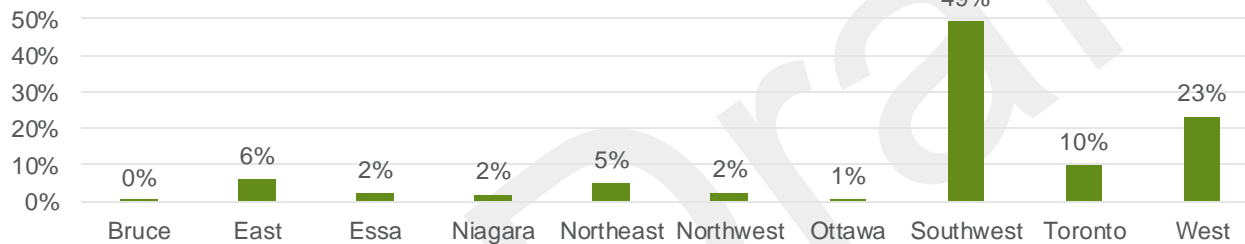
# TASK 02 – BASE YEAR DISAGGREGATION

## RESULTS: INDUSTRIAL CONSUMPTION BY IESO ZONE, NG REGION

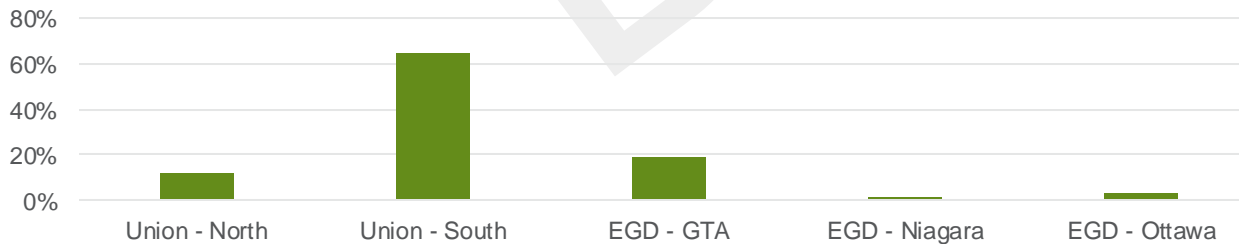
### Industrial – Electricity Consumption by IESO Zone



### IND – Natural Gas consumption by IESO Zone



### Industrial – Natural Gas Consumption by Natural Gas Region



- Unlike either Residential or Commercial energy consumption, **Industrial energy consumption does not reflect the distribution of the population.**
- The provincial distribution of Industrial energy use reflects the concentration of industrial production in regions with access to key inputs to production, and markets.

## TASK 02 – BASE YEAR DISAGGREGATION

### RESULTS: FINAL OUTPUTS

The key final outputs of the Residential and Commercial BYD are segment-specific end-use intensities (EUIs). For the Industrial BYD, end-use allocation factors (AFs) are the key final output.

These BYD outputs make up one component of the inputs into the reference case forecast, along with stock forecasts (residential and commercial only) and IESO- and utility-provided consumption forecasts.



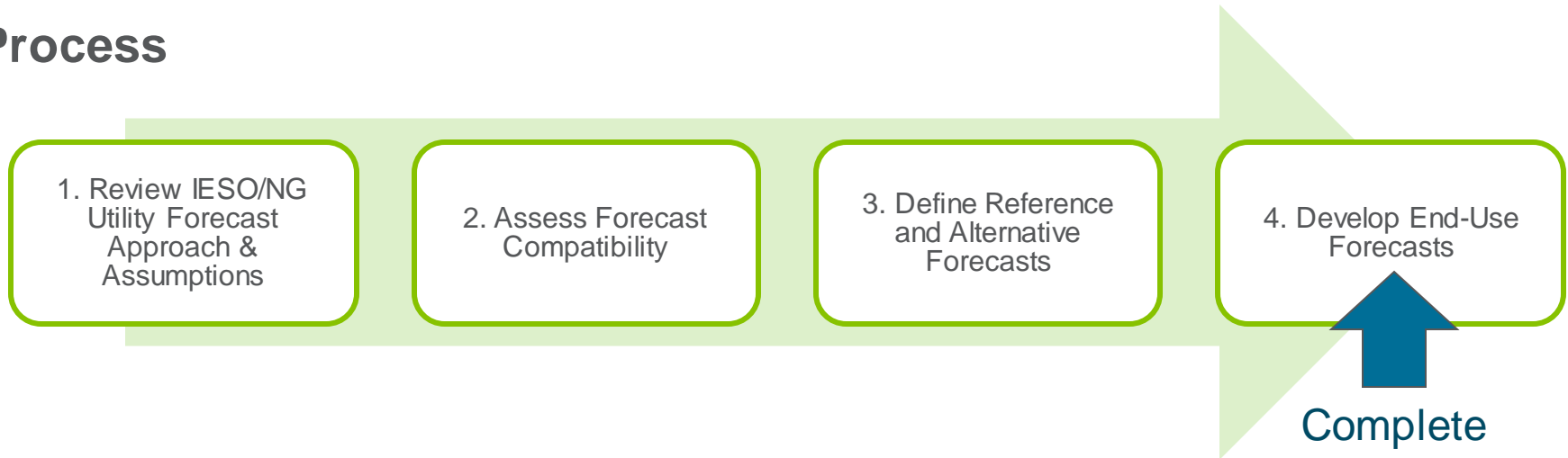


TASK 03  
REFERENCE  
FORECAST

# TASK 3: REFERENCE FORECAST

## OVERVIEW

### Process



### Purpose of Task 3

- The **Reference Forecast** is a 20-year forecast of electricity and natural gas consumption by: sector, segment, and end use.
- The reference forecast is based on the consumption forecasts provided by the NG utilities and IESO further disaggregated to the required level of granularity based on the methods and outputs of the Base Year Disaggregation (Task 2).
- The end use forecast is a key input to the DSMsim™ model that delivers projected achievable potential.

## TASK 3: REFERENCE FORECAST

### AVAILABLE FORECAST DATA

#### Electricity

- Input Granularity
  - Detailed forecast by IESO defined Sector, Segment and End Use
  - Forecast available for each IESO zone
- Time Frame
  - 2018 to 2038

#### Natural Gas

- Input Granularity
  - Sector level forecast
  - Forecast available for utility service territory
- Time Frame
  - 2018 to 2028

#### Key Takeaways:

- The forecasts provided by the Natural Gas Utilities and the IESO are used with as little modification as possible, while ensuring compatibility\* between the forecasts, for consistency with input forecasts used by IESO and the utilities for planning.
- Appropriate mappings and or allocations to APS segments and end uses have been implemented as required.

\* Please see appendix for details on the Electricity and Natural Gas forecast Compatibility Analysis.

# TASK 3: REFERENCE FORECAST




## METHODOLOGY OVERVIEW

Electricity and Natural Gas Forecasts mapped to APS segments and end uses.  
 Calibration ensures aggregated values match original forecast from IESO / gas utilities.

### Key Transformations

#### Electricity

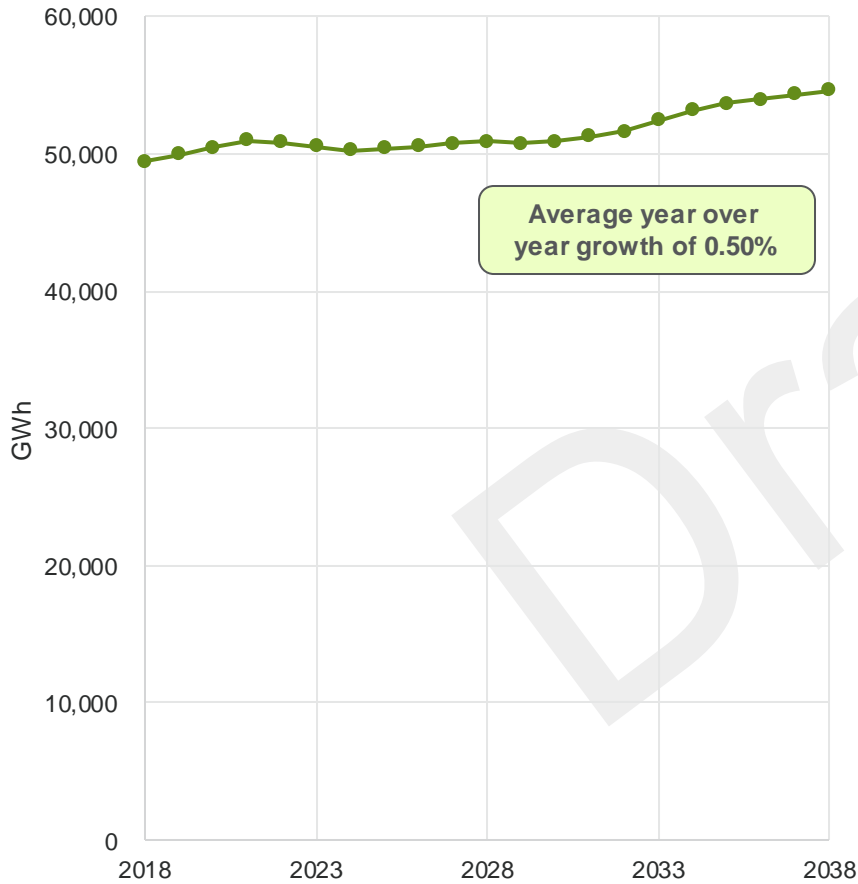
#### Natural Gas

	Electricity	Natural Gas
<b>Residential</b> 	Segment Allocation: <ul style="list-style-type: none"> <li>• Low Income, Single Family</li> <li>• Low Income, Multi-Family</li> </ul>	Forecast Extrapolation for 2029 to 2038 Segment Allocation End-Use Allocation Fuel Share (Gas-Connected Stock)
<b>Commercial</b> 	Segment Allocation: <ul style="list-style-type: none"> <li>• Data Centres</li> </ul>	Forecast Extrapolation for 2029 to 2038 Segment Allocation End-Use Allocation Fuel Share (Gas-Connected Stock)
<b>Industrial</b> 	End-Use Allocation: <ul style="list-style-type: none"> <li>• Agriculture and Waste Water segments not split by end-use.</li> </ul>	Forecast Extrapolation for 2029 to 2038 Segment Allocation End-Use Allocation

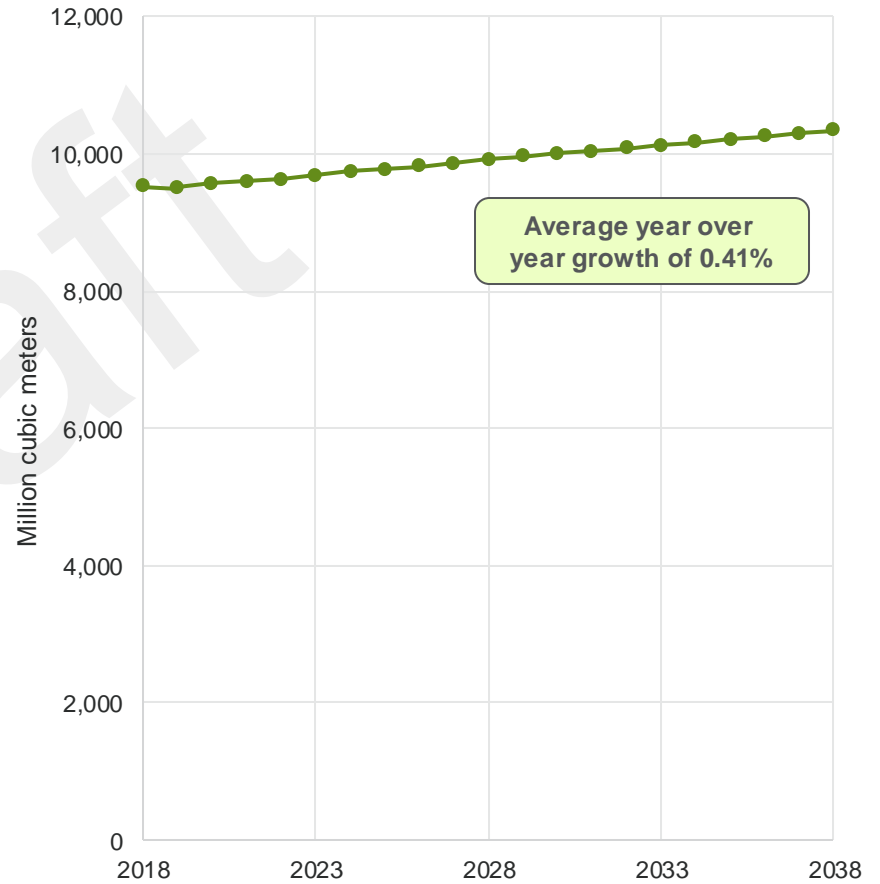
# RESIDENTIAL WORKBOOKS

## CONSUMPTION BY PROVINCE

### Residential – Provincial Electricity Consumption



### Residential – Provincial Natural Gas Consumption

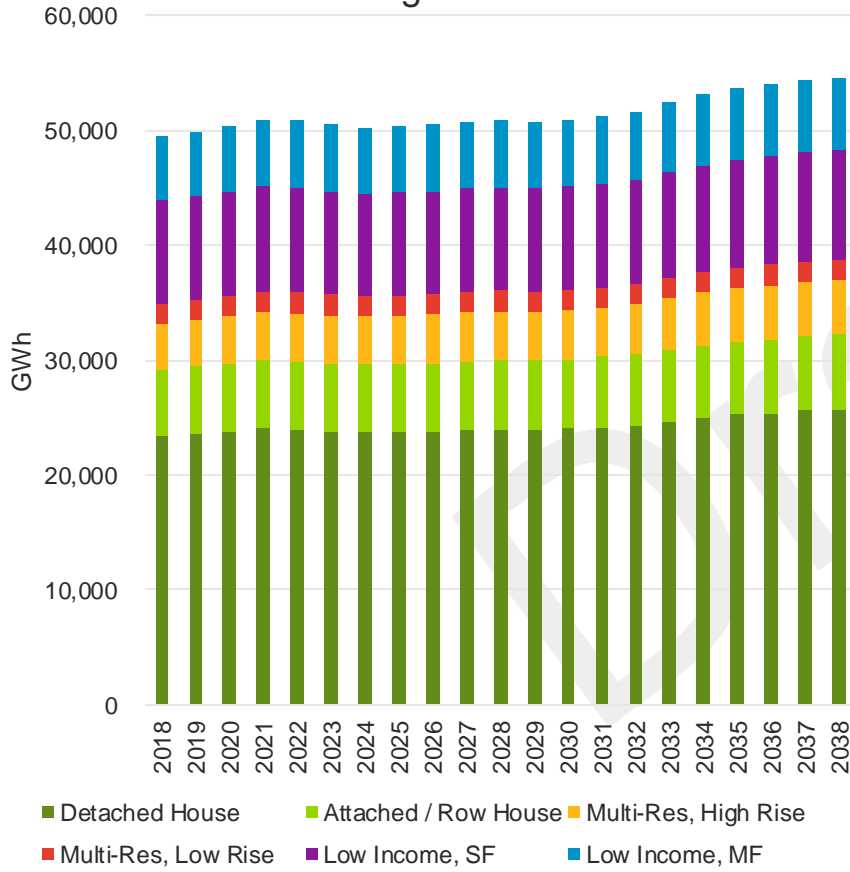




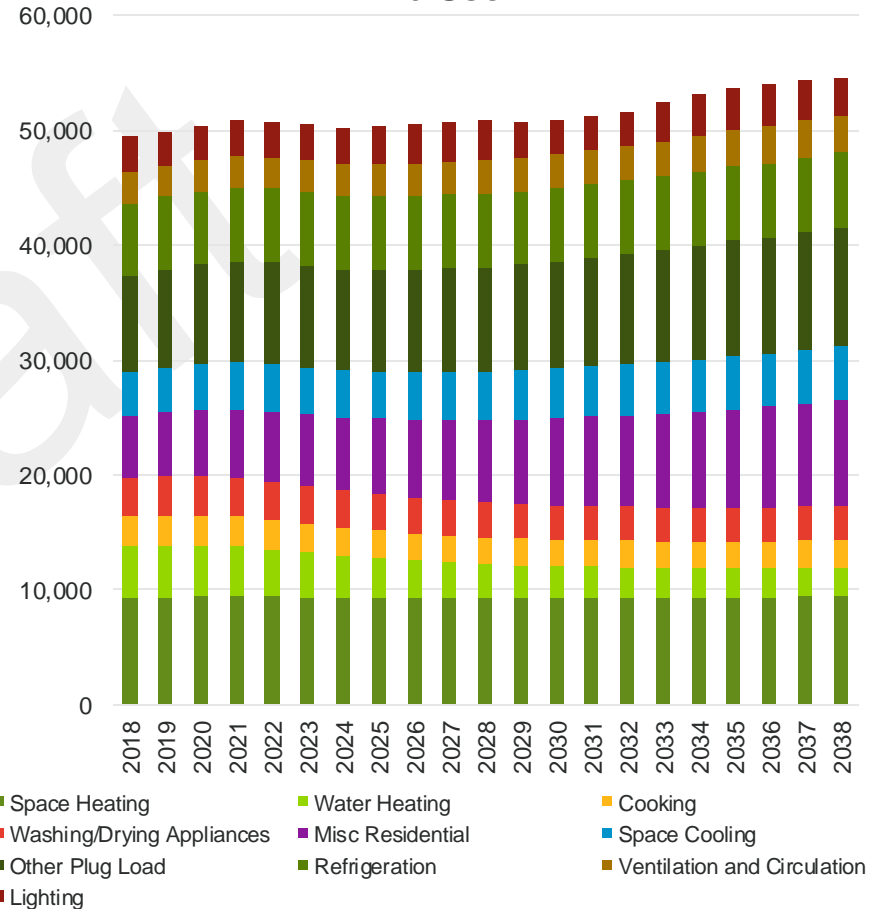
# RESIDENTIAL WORKBOOKS

## ELECTRICITY CONSUMPTION BY PROVINCE, SEGMENT AND END-USE

### Residential – Electricity Consumption by Segment



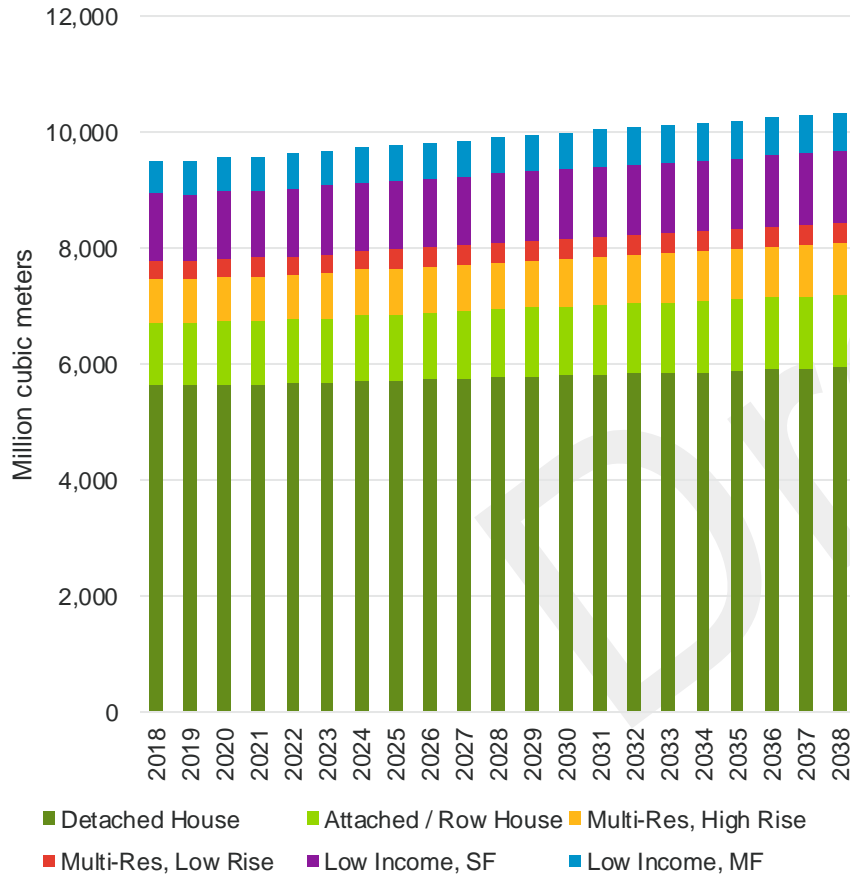
### Residential – Electricity Consumption by End Use



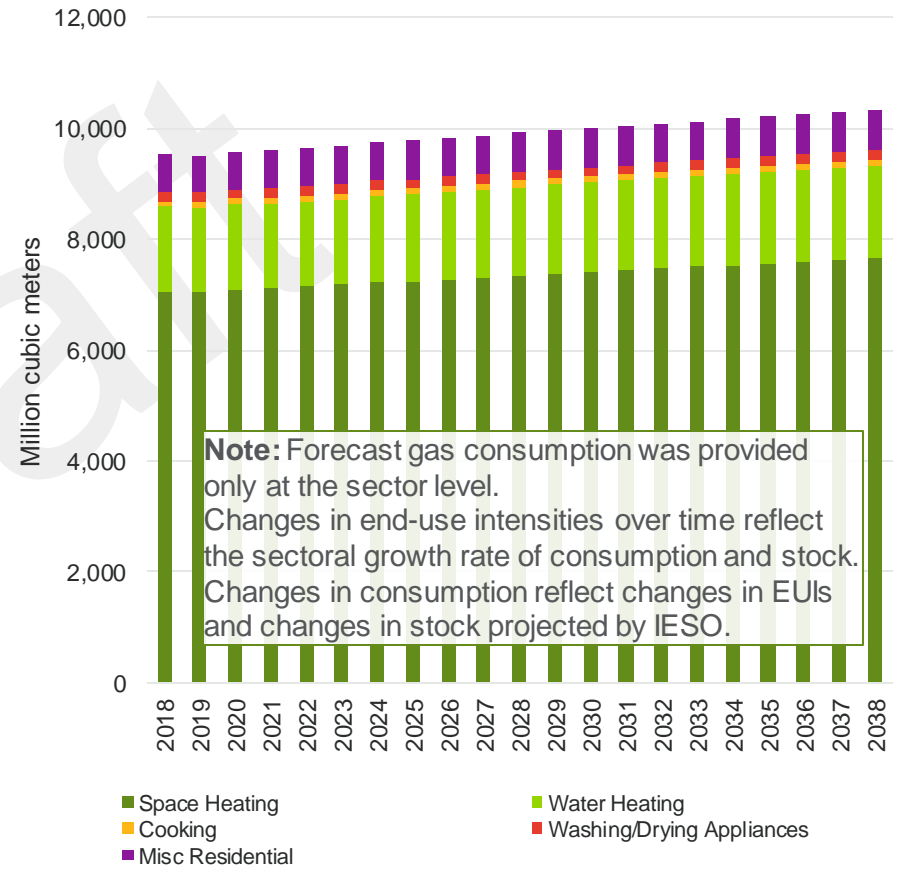
# RESIDENTIAL WORKBOOKS

## NATURAL GAS CONSUMPTION BY PROVINCE, SEGMENT AND END-USE

### Residential – Natural Gas Consumption by Segment

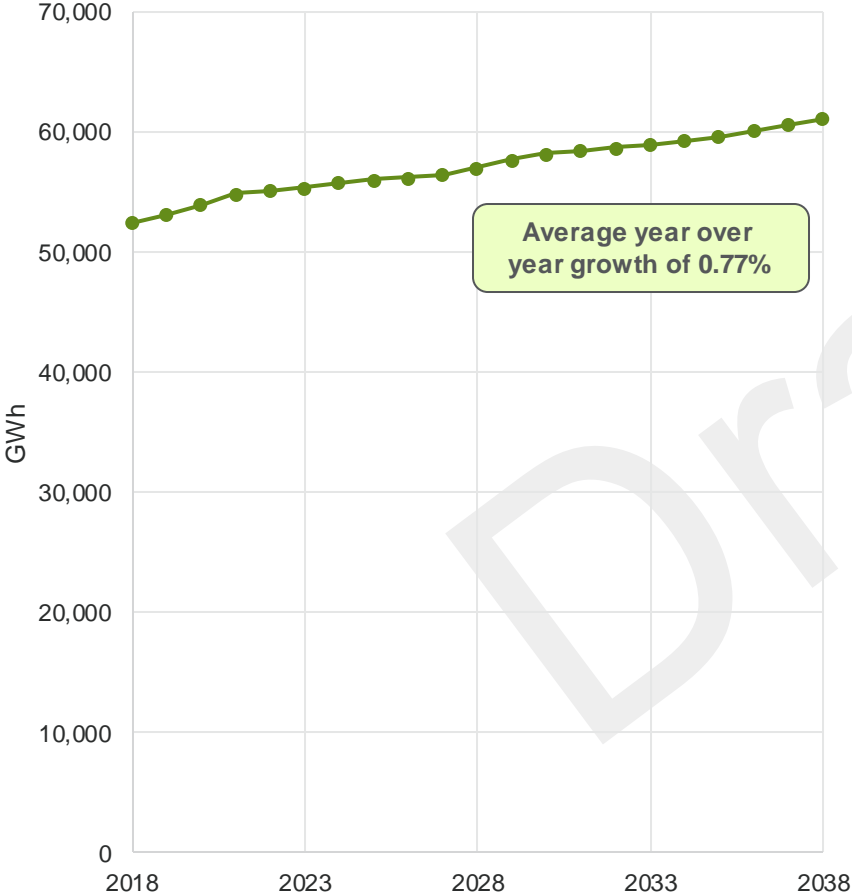


### Residential – Natural Gas Consumption by End Use

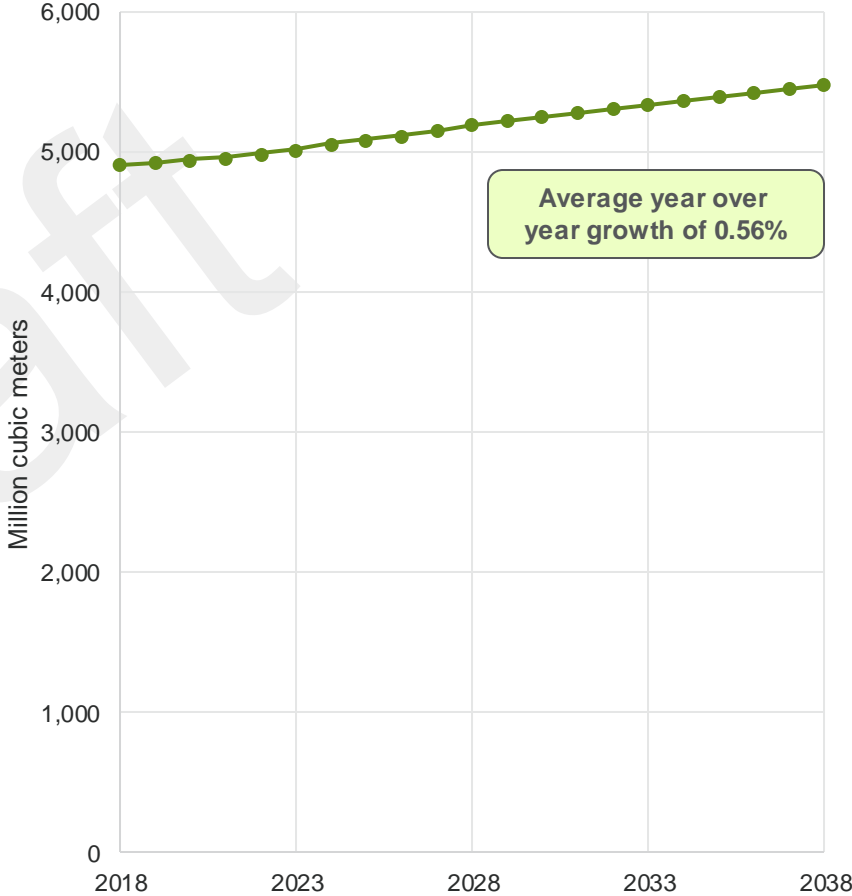


**Note:** Forecast gas consumption was provided only at the sector level. Changes in end-use intensities over time reflect the sectoral growth rate of consumption and stock. Changes in consumption reflect changes in EUs and changes in stock projected by IESO.

Commercial – Provincial Electricity Sales



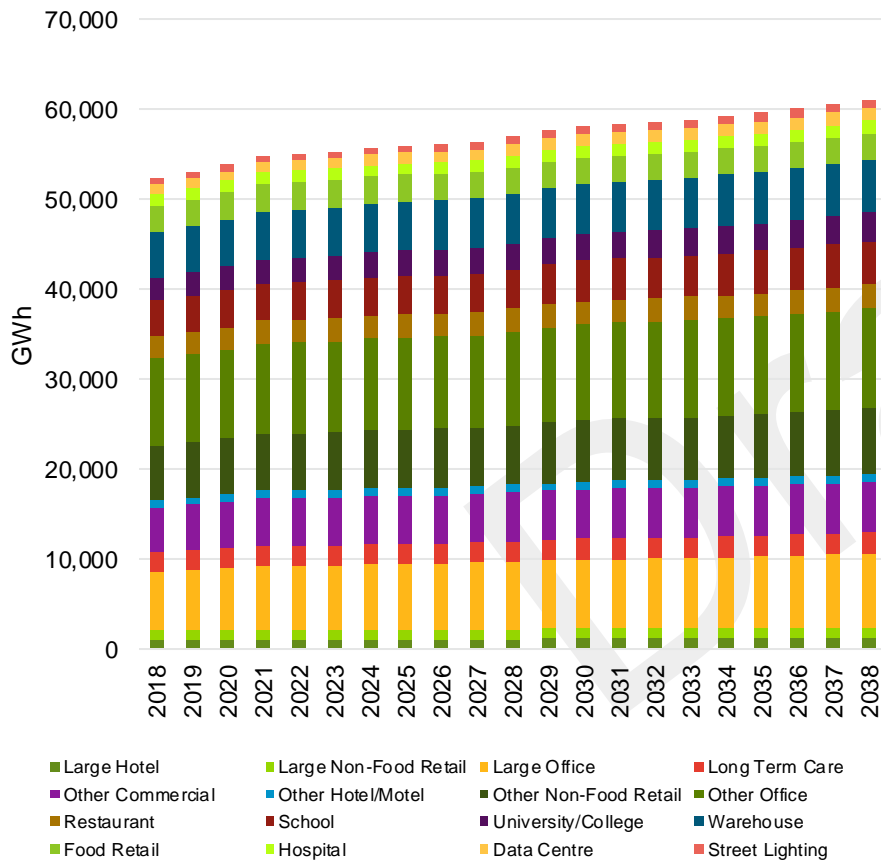
Commercial – Provincial Natural Gas Sales



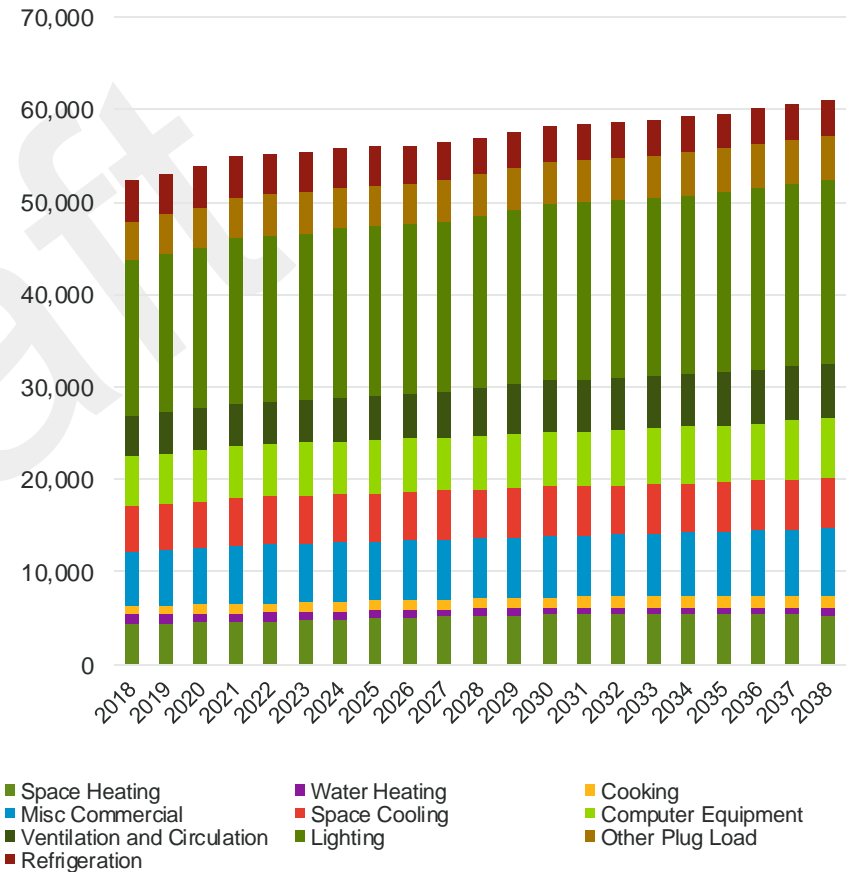
# COMMERCIAL WORKBOOKS

## ELECTRICITY CONSUMPTION BY PROVINCE, SEGMENT AND END-USE

### Commercial - Electricity Consumption by Segment



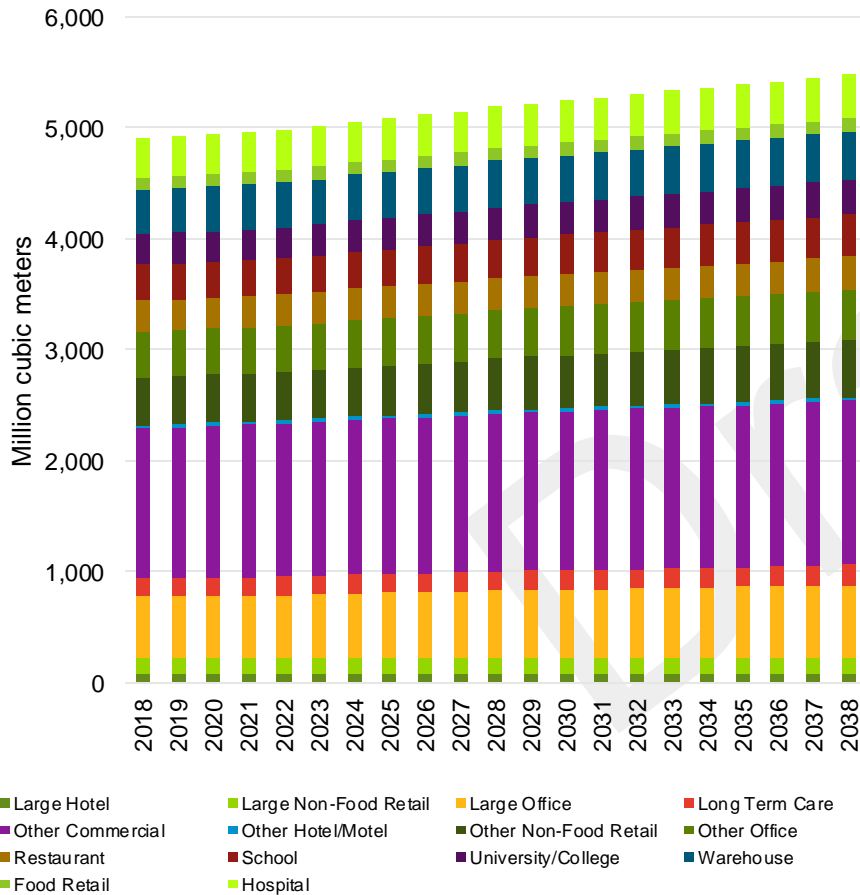
### Commercial – Electricity Consumption by End Use



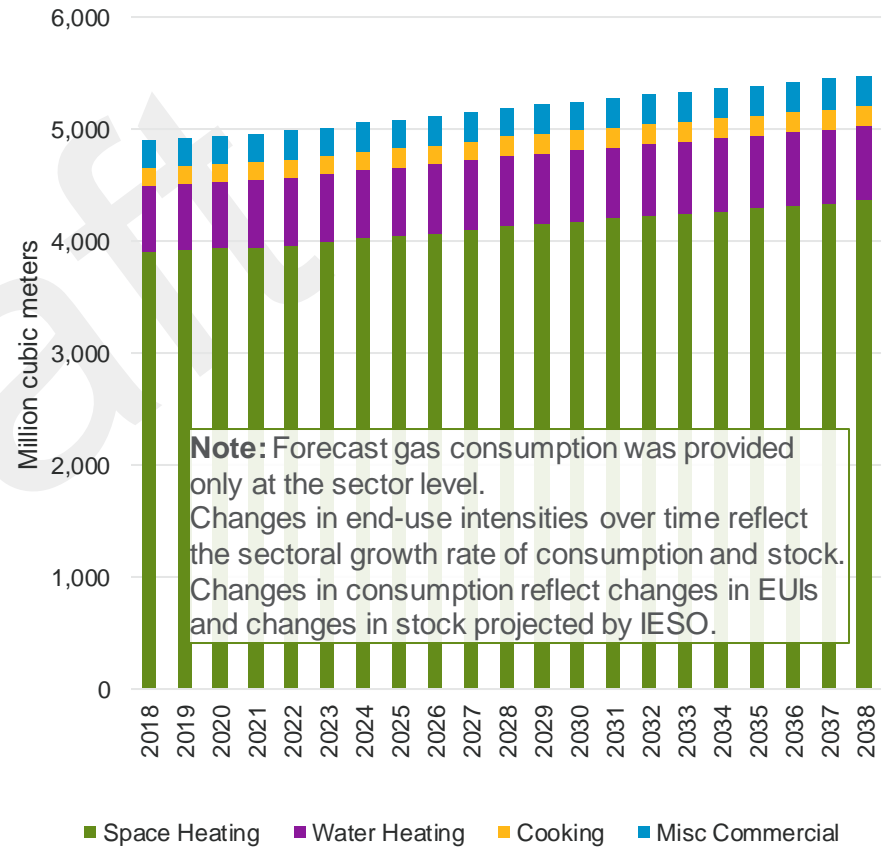
# COMMERCIAL WORKBOOKS

## NATURAL GAS CONSUMPTION BY PROVINCE, SEGMENT AND END-USE

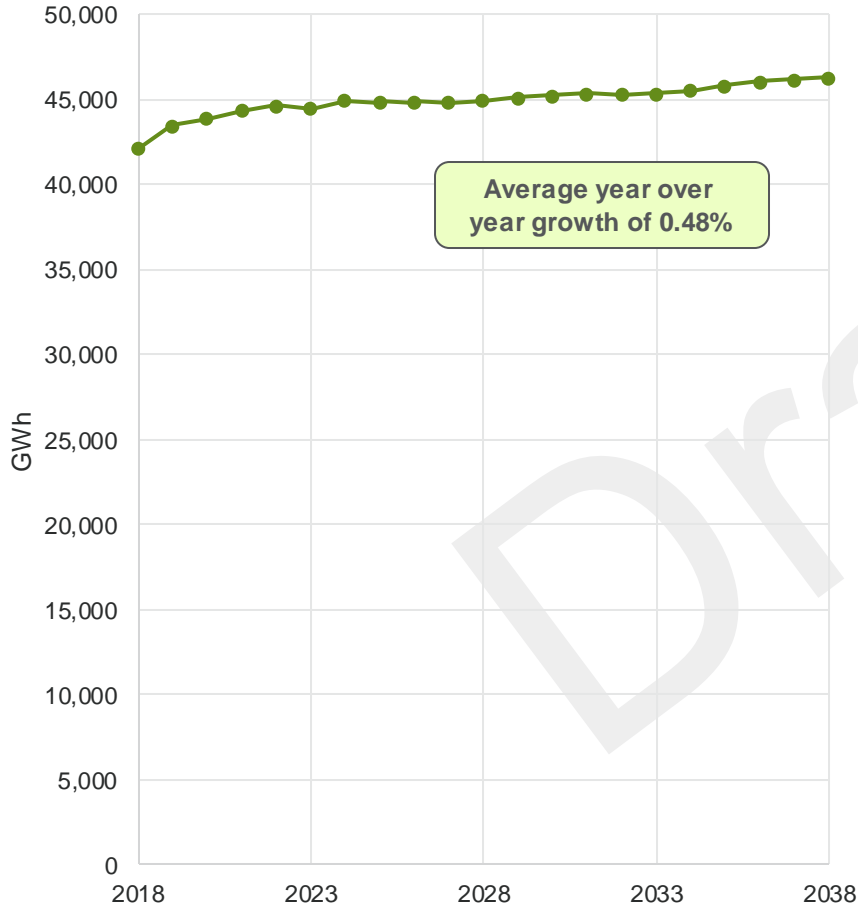
### Commercial - Natural Gas Consumption by Segment



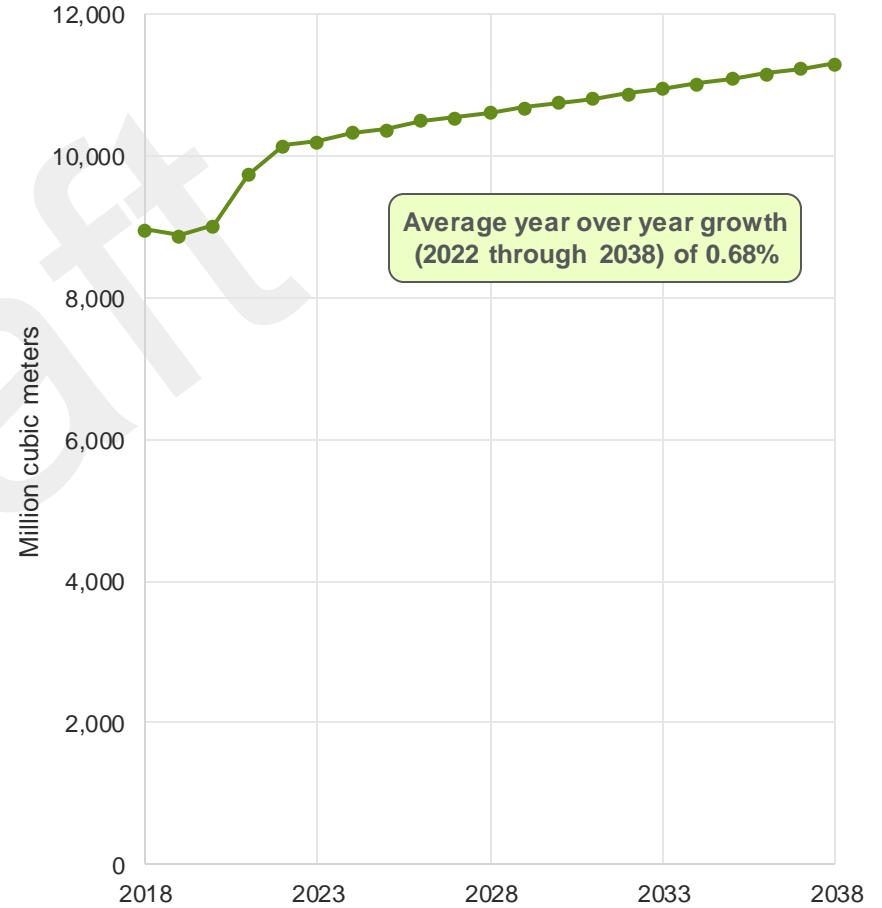
### Commercial – Natural Gas Consumption by End Use



Industrial – Provincial Electricity Sales



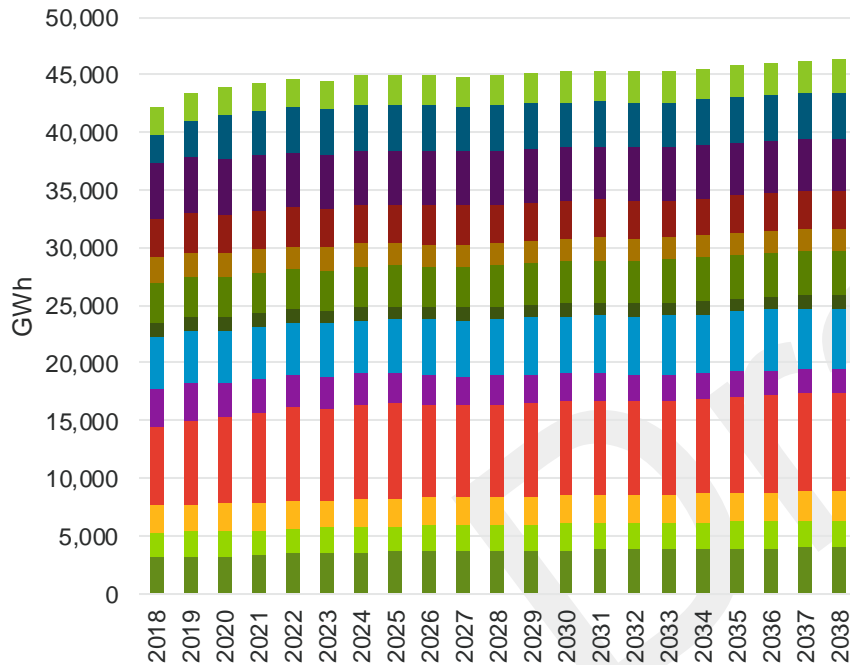
Industrial – Provincial Natural Gas Sales



# INDUSTRIAL WORKBOOKS

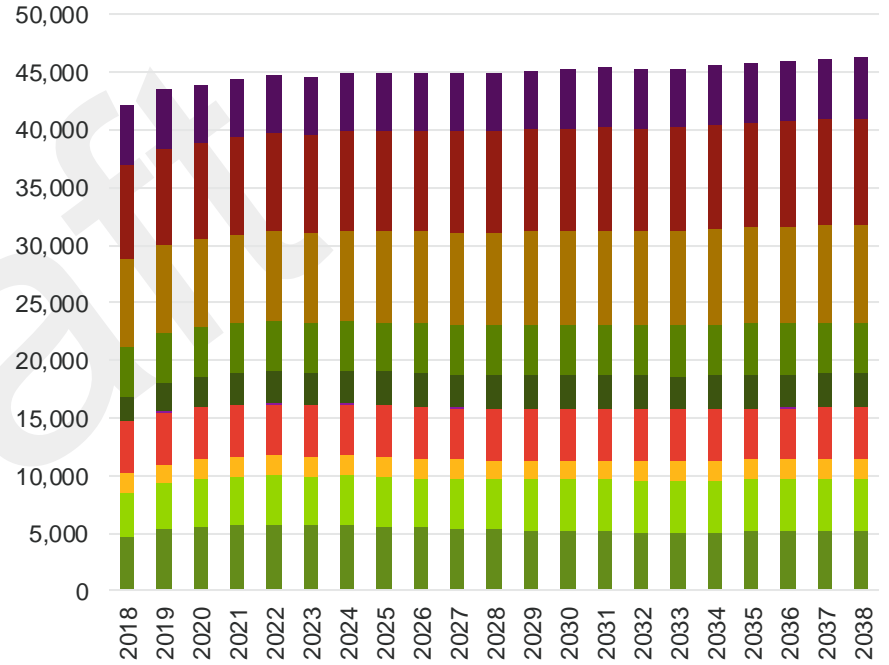
## ELECTRICITY CONSUMPTION BY PROVINCE, SEGMENT AND END-USE

### Industrial – Electricity Consumption by Segment



- Chemicals Mfg
- Food and Beverage Mfg
- Transportation and Machinery Mfg
- Non-metallic Minerals Product Mfg
- Petroleum Mfg
- Primary Metals Mfg
- Water & Wastewater Treatment
- Fabricated Metals Mfg
- Mining, Quarrying and Oil & Gas Extraction
- Other Industrial
- Pulp, Paper, and Wood Products Mfg
- Plastic and Rubber Mfg
- Agriculture

### Industrial – Electricity Consumption by End Use

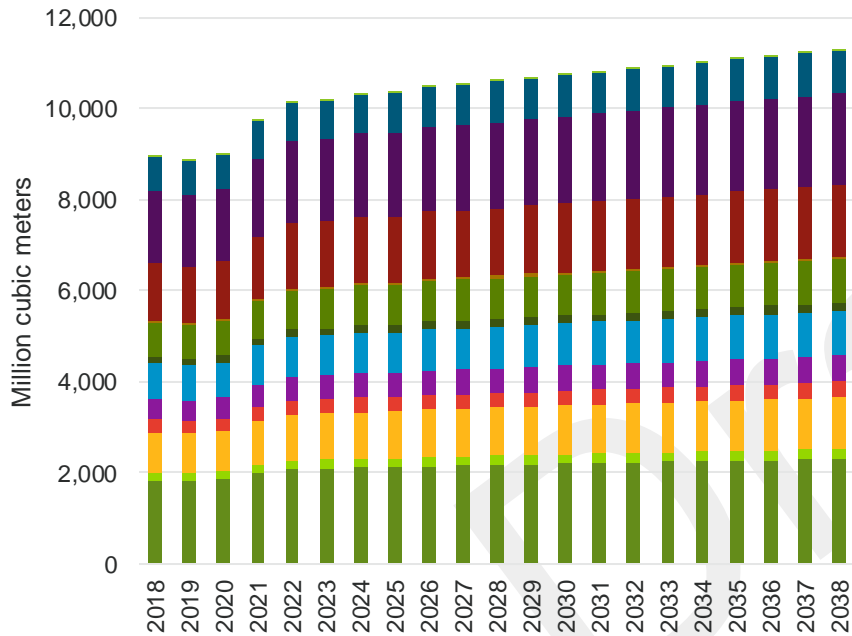


- HVAC
- Process Cooling
- Process Heating (Water/Steam)
- Motors - Fans/Blowers
- Motors - Other
- Other Process
- Process Heating (Direct)
- Lighting
- Motors - Pumps
- Compressed Air

# INDUSTRIAL WORKBOOKS

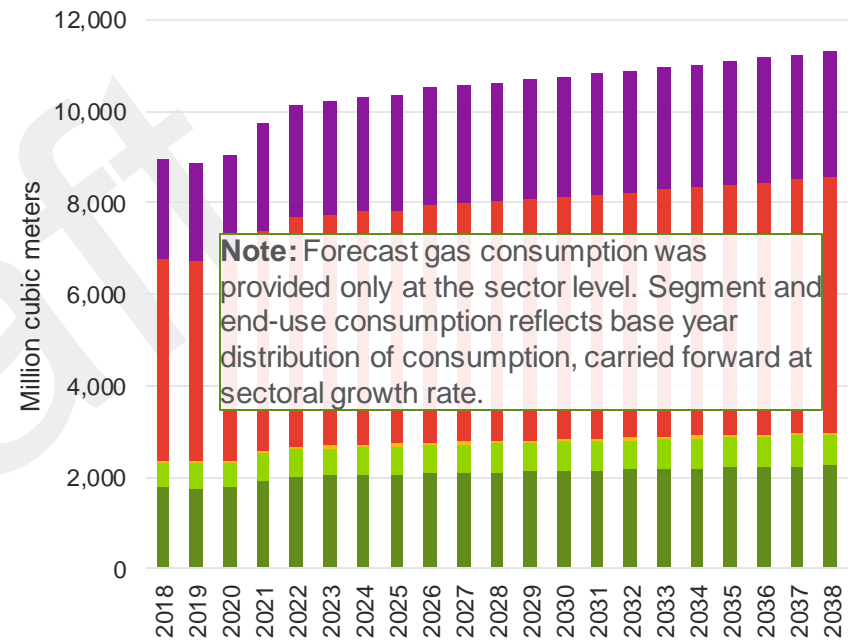
## NATURAL GAS CONSUMPTION BY PROVINCE, SEGMENT AND END-USE

### Industrial – Natural Gas Consumption by Segment




- Chemicals Mfg
- Food and Beverage Mfg
- Transportation and Machinery Mfg
- Non-metallic Minerals Product Mfg
- Petroleum Mfg
- Primary Metals Mfg
- Water & Wastewater Treatment
- Fabricated Metals Mfg
- Mining, Quarrying and Oil & Gas Extraction
- Other Industrial
- Pulp, Paper, and Wood Products Mfg
- Plastic and Rubber Mfg
- Agriculture

### Industrial – Natural Gas Consumption by End Use



- HVAC
- Process Cooling
- Process Heating (Water/Steam)
- Other Process
- Process Heating (Direct)



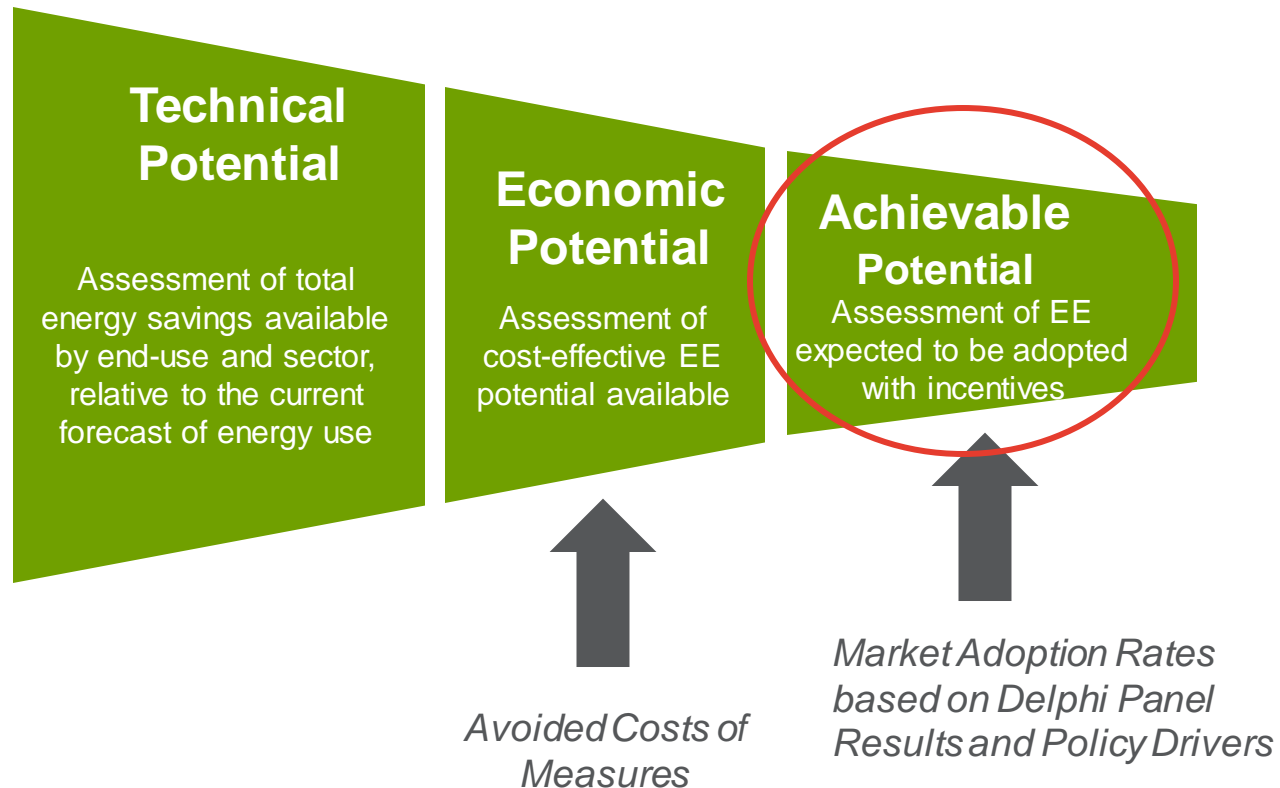


TASK 07  
ACHIEVABLE  
POTENTIAL

# TASK 07: ACHIEVABLE POTENTIAL

## CONTEXT AND BACKGROUND

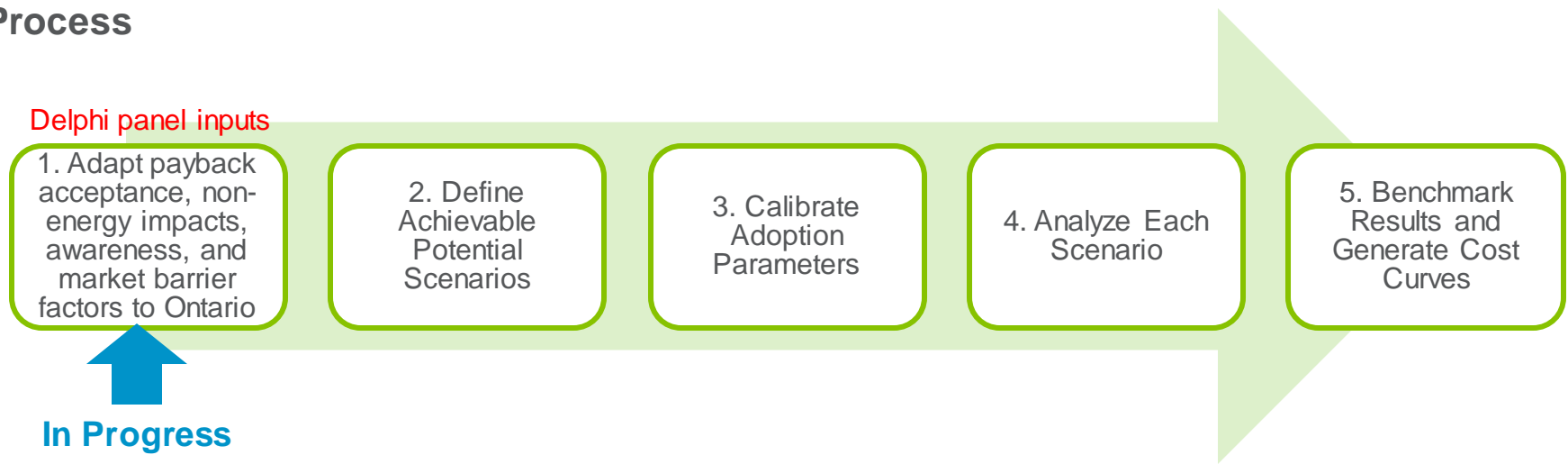
What is Achievable Potential? How does it compare to Economic Potential?



# TASK 07: ACHIEVABLE POTENTIAL

## OVERVIEW

### Process



### Purpose

- The **Achievable Potential** is the subset of the **Economic Potential** that reflects measure adoption given existing (and future) market conditions.
- As part of this study, Navigant is projecting **three different Achievable Potential scenarios**. The Project Team would like your input regarding how those are defined.
- Scenarios are defined based on the “levers” that are available through the model: things like incentive levels, as well as “softer” parameters like word-of-mouth spreads, and how much importance consumers put on various non-energy impacts.

### Key Considerations: Decisions Required

1

Which three Achievable Potential scenarios should be assessed?

Three types of possible scenarios will be discussed:

#### **Budget Targeted**

*How much potential for a given level of spend?*

#### **Potential Targeted**

*How much do we have to spend to get to a given potential?*

#### **Other**

*Interesting “what if” scenarios*

# TASK 07: ACHIEVABLE POTENTIAL

## OVERVIEW

Month	Feb 2019				March 2019				April 2019					May 2019				June 2019			
Week Starting	4 Feb	11 Feb	18 Feb	25 Feb	4 Mar	11 Mar	18 Mar	25 Mar	1 Apr	8 Apr	15 Apr	22 Apr	29 Apr	6 May	13 May	20 May	27 May	3 Jun	10 Jun	17 Jun	24 Jun
<b>1. Adapt factors to Ontario (Delphi Panel)</b>																					
<b>2. Define Achievable Potential Scenarios</b>																					
<b>3. Calibrate Adoption Parameters</b>																					
<b>4. Analyze Each Scenario</b>																					
<b>4. Benchmark Results</b>																					

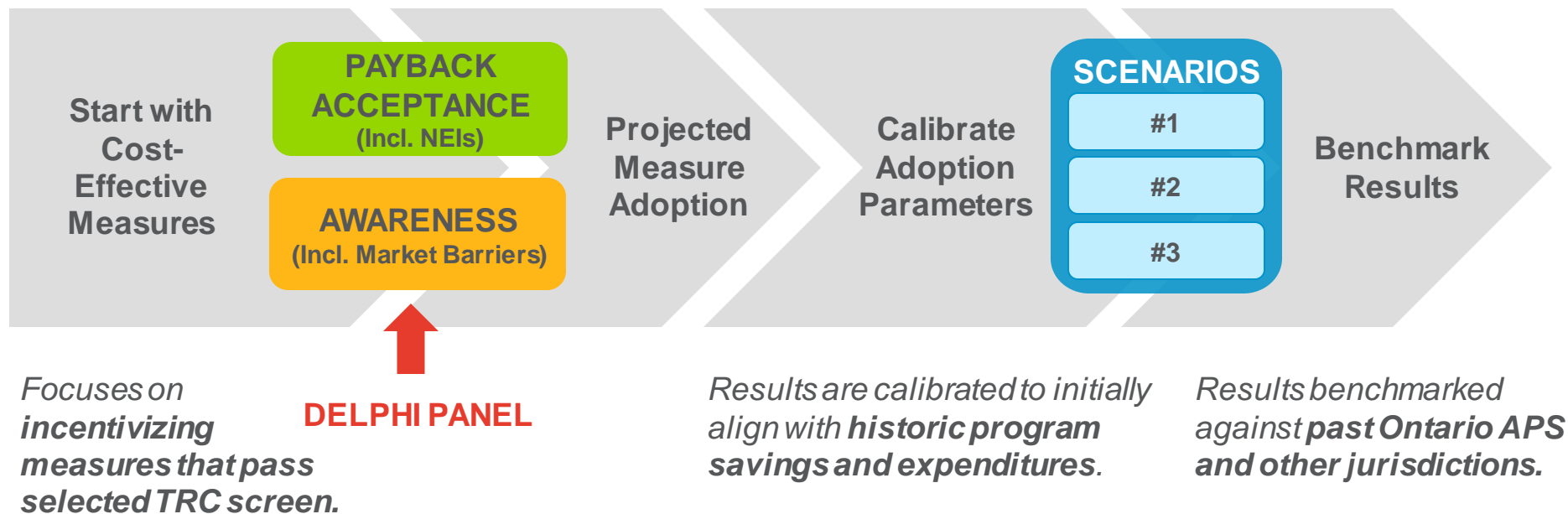
# TASK 07: ACHIEVABLE POTENTIAL

## CONTEXT AND BACKGROUND

There are important considerations within each step of the Achievable Potential process.

*Inputs are informed by  
Delphi Panel.*

*Budget levels and program design  
choices help shape the trajectory of the  
annual spending and savings forecasts.*



# TASK 07: ACHIEVABLE POTENTIAL

## CONTEXT AND BACKGROUND

Two analytical processes, when combined, arrive at the projected measure adoption (or achievable market share):

### Awareness (Includes Market Barriers)

**Initial Awareness**

**Marketing**

Captures Delphi panel inputs on market barriers such as trust, attention, imperfect information

**Word-of-Mouth**

Captures Delphi panel inputs on market barriers such as customer values, risk sensitivity, culture

**Bass Diffusion Model**

**Consumer Awareness**

% of consumer population aware of measures and market barrier considerations

### Payback Acceptance (Includes NEIs)

**Measure Savings**

Annual energy bill savings

**Measure Cost**

Capital cost of the measure

**Payback Acceptance Curves**

Sector-level average of savings and costs. Captures Delphi panel inputs on NEIs such as comfort and product "cool factor"

**Payback Acceptance Calculation**

**Payback Acceptance**

Achieved market share under 100% awareness, including consideration of NEIs

**Projected Measure Adoption**  
Achievable market share

# TASK 07: ACHIEVABLE POTENTIAL

## CONTEXT AND BACKGROUND

There are 10 key model levers within the Achievable Potential process:

Lever	Impact on Achievable Potential	Source(s)
<b>Initial Awareness</b>	Awareness factor; starting point of the awareness curve	<i>Informed by Delphi Panel, calibrated using historical results.</i>
<b>Marketing</b>	Awareness factor; determines speed of initial traction, strongest at beginning of the awareness curve	
<b>Word-of-Mouth</b>	Awareness factor; determines ramp speed, strongest during the growth stage of the awareness curve	
<b>Market Barriers</b>	Affects initial awareness; reflects access to information and markets	
<b>Simple Financial Payback Acceptance</b>	Payback factors; payback acceptance curves dictate willingness to adopt a measure	<i>Delphi Panel</i>
<b>Non-Energy Impacts</b>	Adjustments to simple financial payback acceptance driven by non-energy impacts	
<b>Incentive Levels and Strategies</b>	Scenario lever; impacts market share as driven by the customer's payback period	<i>Stakeholders and project team</i>
<b>Admin Costs</b>	Scenario lever; contributes to budget, potentially limiting potential if under a budget target scenario	
<b>Budget Levels</b>	Scenario lever; constrains potential to what can be achieved given a specific budget	
<b>Re-participation Rates</b>	Scenario lever; impacts potential in later years of study period	



# TASK 07: ACHIEVABLE POTENTIAL

## CONTEXT AND BACKGROUND

Payback acceptance and market awareness curves are used to determine achievable potential.

### Payback Acceptance (sector level analysis)

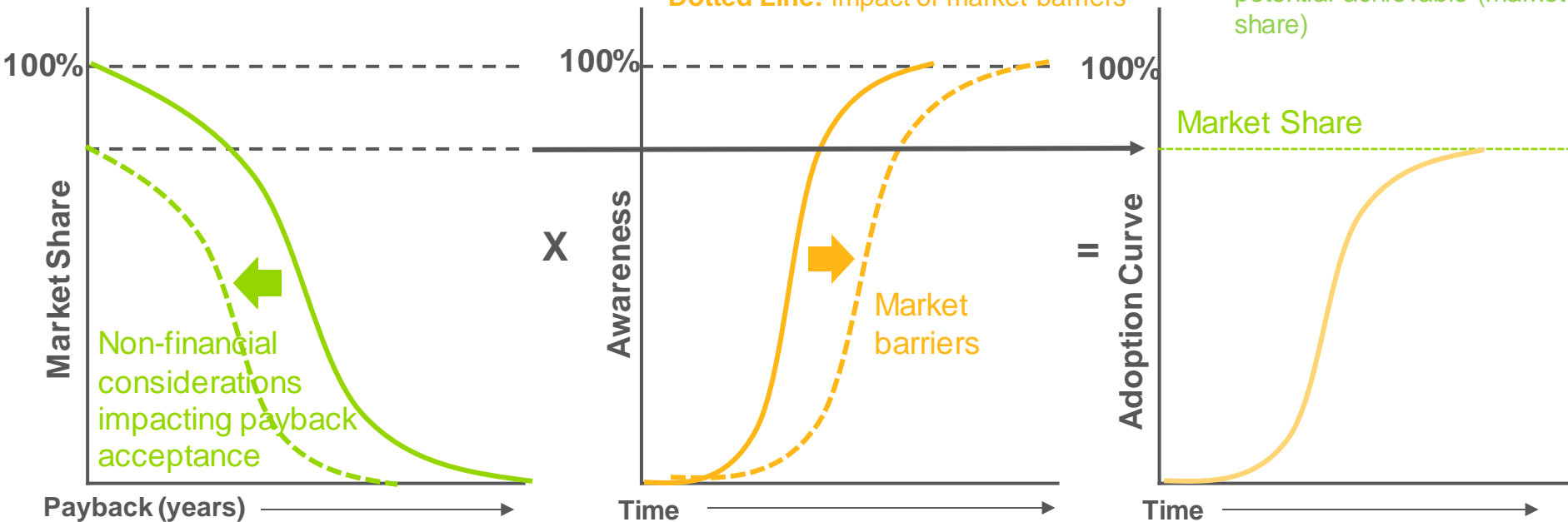
- Derived from Delphi Panel inputs
- **Solid Line:** sensitivity to payback (market share driven by incentives)
- **Dotted Line:** impact of NEIs

### Awareness and Barriers (measure level analysis)

- Derived from Delphi Panel inputs
- **Solid Line:** initial awareness, marketing effectiveness, and word-of-mouth strength (determines rate at which awareness grows)
- **Dotted Line:** impact of market barriers

### Achievable Potential

- Result of combining payback acceptance and awareness
- **Solid Line:** Growth of awareness/adoption
- **Dotted Line:** Maximum potential achievable (market share)



# TASK 07: ACHIEVABLE POTENTIAL

## KEY CONSIDERATIONS: ACHIEVABLE POTENTIAL SCENARIOS

1

Which three Achievable Potential scenarios should be assessed?

### Some Options:

#### Budget Targeted

*How much potential for a given level of spend?*

- 1A Set a maximum total spend for individual years
- 1B Set a maximum total spend for a group of years (e.g. 500M over 5yrs)
- 1C Set specific \$/kWh variable costs and not capping the budget

#### Potential Targeted


*How much do we have to spend to get to a given potential?*

- 2A Determine maximum potential, by setting incentives equal to 100% of the incremental measure cost
- 2B 2A, while also applying awareness parameters of “ideal” program
- 2C After 2A and/or 2B, set “% of max” target (e.g., what is the cost of achieving 50% of “max achievable” energy or demand savings potential?)

#### Other

*Interesting “what if” scenarios*

- 3A Vary one of: measure level incentive/admin amounts, avoided costs, retail rates, or set GHG targets
- 3B Carbon-targeted: allow fuel switching and other measures to compete and incentivize electrification.
- 3C Apply multipliers to one of the other forecasted values (e.g., EUI, stock growth, projected sales)



TASK 09:  
SENSITIVITY  
ANALYSIS

# TASK 09: SENSITIVITY ANALYSIS

## OVERVIEW

### Methodology



### Purpose & Context

- **Achievable Potential** is the sum of many parts, each with their own level of uncertainty
- Projection of future savings is inherently uncertain. Sensitivity analysis provides insight into **how variation in certain inputs can affect results**:
  - Provides insights into which variables have the greatest impact on results, allowing users to **strategically focus review efforts**
  - Acts as an early indicator that can **assist in QC efforts** for reference forecasts and measure inputs
  - Is a tool to **benchmark against** similar variables in **other studies** to indicate variables that may need some additional review

### Key Considerations: Decisions Required

1

Which 10 variables should be included in the sensitivity analysis?

2

What bounds should be applied to the selected variables?

# TASK 09: SENSITIVITY ANALYSIS

## OVERVIEW

Month	Feb 2019				March 2019				April 2019					May 2019				June 2019			
	4 Feb	11 Feb	18 Feb	25 Feb	4 Mar	11 Mar	18 Mar	25 Mar	1 Apr	8 Apr	15 Apr	22 Apr	29 Apr	6 May	13 May	20 May	27 May	3 Jun	10 Jun	17 Jun	24 Jun
<b>1. Rank inputs in terms of uncertainty and select 10 for analysis</b>																					
<b>2. Establish Sensitivity Parameters</b>																					
<b>3. Run Sensitivity Analysis (SA)</b>						Tech.			Econ.											Achiev.	
<b>4. Compile SA results for technical, economic and achievable potential</b>							Tech.			Econ.											Achiev.

## TASK 09: SENSITIVITY ANALYSIS

### CONTEXT AND BACKGROUND

**Illustrative example of sensitivity analysis on retail rates to understand the impact on Achievable Potential if retail rates were 25% higher and lower.**

**Assume:** the baseline retail rate for electricity is \$0.10/kWh.

For this sensitivity analysis, Achievable Potential would be calculated three times:

- (1) Baseline rate of \$0.10/kWh
- (2) Upper bound rate of \$0.125/kWh (25 percent higher)
- (3) Lower bound rate of \$0.075/kWh (25 percent lower)

**The model would generate the following results:**

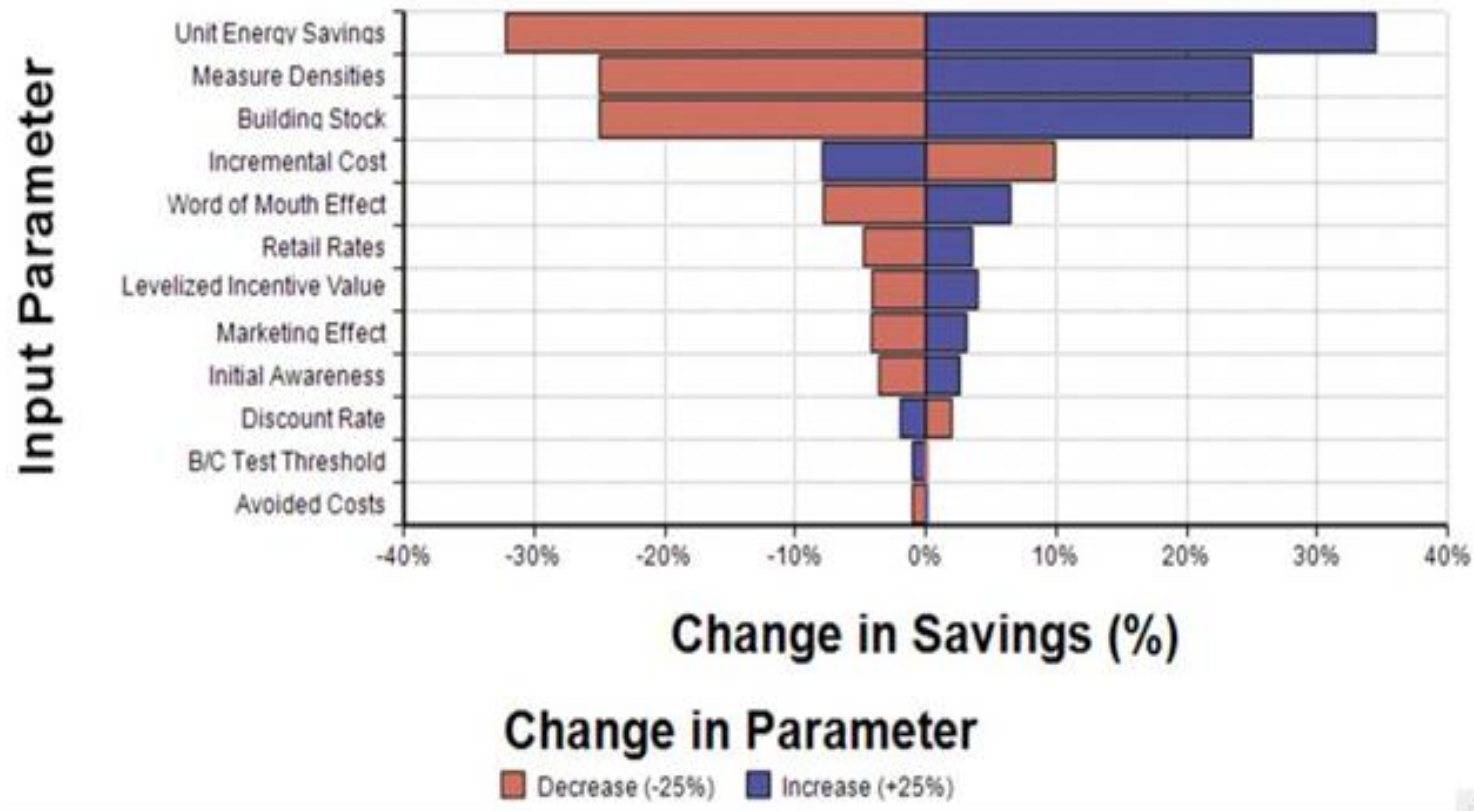
Scenario	Low (-25%)	Baseline	High (+25%)
Input (\$/kWh)	0.075	0.10	0.125
Output (GWh)	90	120	135

*As expected, lower rates would produce lower potential since it would take a customer longer to pay back the cost of the project from electricity cost savings*

# TASK 09: SENSITIVITY ANALYSIS

## CONTEXT AND BACKGROUND

Navigant's DSMSim™ model provides a rich set of sensitivity analysis (SA) tools that allow a user to explore the impact of different input assumptions on the model results.





# TASK 09: SENSITIVITY ANALYSIS

## KEY CONSIDERATIONS: VARIABLE SELECTION

### 1

## Which 10 Variables should be Included in the Sensitivity Analysis?

- |    |   |    |  |
|----|---|----|--|
| 1  | Incentives  | 15 | Stacking Frequency   |
| 2  | Word-of-Mouth Effect <i>(Delphi panel input)</i>        | 16 | Baseline Technology's Energy Consumption <i>(effectively applying codes/standards to all measures)</i> |
| 3  | Marketing Effect <i>(Delphi panel input)</i>            | 17 | Forecasted Energy Sales  |
| 4  | Initial Awareness <i>(Delphi panel input)</i>           | 18 | Forecasted EUs   |
| 5  | Value of Non-Energy Impacts <i>(Delphi panel input)</i> | 19 | Payback Acceptance <i>(Delphi panel input)</i>   |
| 6  | Incremental Measure Cost                                | 20 | Participation  |
| 7  | Discount Rate   | 21 | Others?  |
| 8  | Benefit/Cost Test Threshold                             |    |  |
| 9  | Avoided Costs   |    |  |
| 10 | Retail Rates  |    |  |
| 11 | Measure Densities                                       |    |  |
| 12 | Unit Energy Savings                                     |    |  |
| 13 | Building Stock  |    |  |
| 14 | Initial Efficient Technology Saturation                 |    |  |

## TASK 09: SENSITIVITY ANALYSIS

### KEY CONSIDERATIONS: VARIABLE MULTIPLIER SELECTION

# 2

## What Bounds should be Applied to the Selected Variables?

### Context

- Goal is to capture the bounds of true variability of most variables
- Larger values are likely to be unrealistic in most cases (e.g., it is unlikely that technology costs would increase or decrease so dramatically year-over-year)
- Easier to compare relative sensitivities across variables to prioritize which variables to scrutinize in the study and monitor in the future

$\pm X\%$

- Bounds are applied in terms of % of the base case of the variable.
- The same bounds are applied to all variables for ease of comparison and operation of the model.
- Example bounds: +/-10%, +/-25%, +/-100%



Next Steps & 60 Day Outlook

# NEXT STEPS AND 60 DAY OUTLOOK

## **Task 3: Reference Forecast**

1. Complete draft report chapter

## **Task 4: Measure Characterisation**

1. Continue ongoing QC and address reviewer comments

## **Task 5: Technical Potential**

1. Estimate and benchmark Technical Potential

## **Task 6: Economic Potential**

1. Intake required input data (avoided costs, etc.)
2. Intake and QC of measure cost data and QC model cost diffusion.
3. Apply selected cost-effectiveness screening approach.

## **Task 7: Achievable Potential**

1. Complete analysis of survey data.
2. Prepare and finalize virtual discussion guide
3. Select Achievable Potential scenarios

## **Task 8: Whole Building Analysis**

1. Complete recruitment and engage with working group
2. Begin estimation of historical relationships

# Wrap-Up

- Thank you for your continued input and discussions today.
- Next meeting is April 11, 2019.
- Please submit comments on achievable potential scenarios using the comment form provided to [engagement@ieso.ca](mailto:engagement@ieso.ca) by March 1, 2019.
- Please continue to reach out to the Project Team with any additional feedback or new issues that may arise between meetings.