

# MAPPING THE ENERGY EFFICIENCY INDUSTRY

## CEE ANNUAL INDUSTRY REPORT 2015

**CEE**  SM  
Consortium for Energy Efficiency

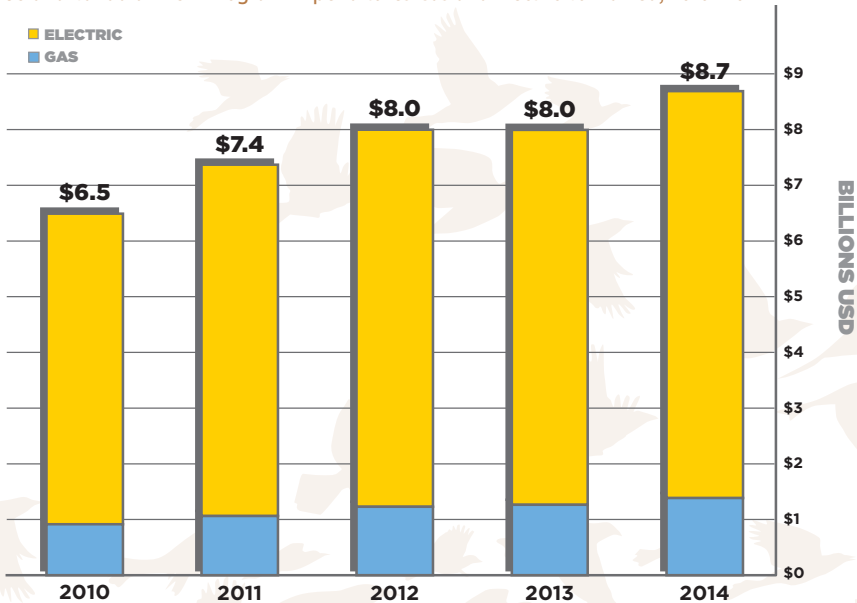
# Efficiency Expenditures Grow

CEE surveyed 361 utility and nonutility program administrators operating efficiency programs in 50 states, the District of Columbia, and eight Canadian provinces, resulting in the CEE 2015 Annual Industry Report, providing an extensive industry research effort on program funding and impacts.

2014 investment in demand side management, measured as expenditures, reached \$8.7 billion, an increase of nine percent and a 34 percent increase over the last five years. These expenditures represent 0.05 percent of US and Canadian GDP respectively.

US and Canadian combined gas and electric DSM program budgets from ratepayer funds totaled over \$9.1 billion out of the \$9.4 billion budgeted from all sources.

US and Canadian DSM Program Expenditures Gas and Electric Combined, 2010–2014



Download the whole report from the CEE website

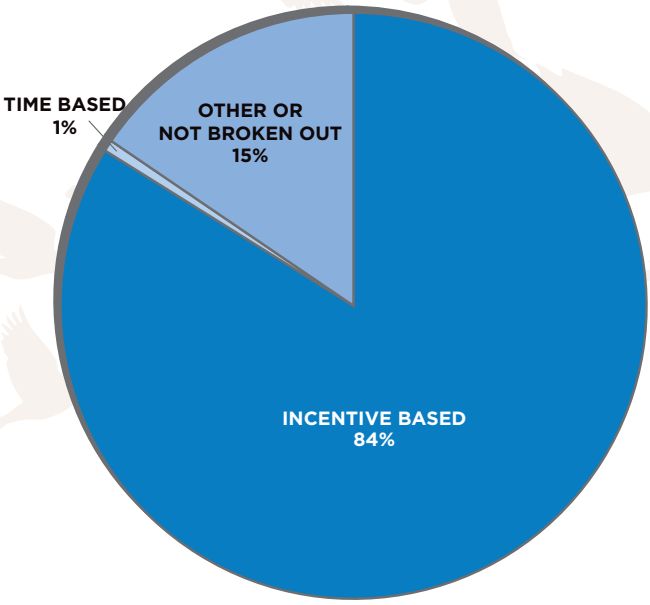
[cee1.org/annual-industry-reports](http://cee1.org/annual-industry-reports)

CEE member effort to map program administrator data year over year into an aggregated report of funding and savings locates demand side management in the United States and Canadian economies.

### Demand Response

US and Canadian program administrators spent over \$1.04 billion from all sources—over \$1.03 billion collected from ratepayers—on demand response programs. As demand response grows in importance, the Annual Industry Report collects the number of events called by each DR program, average savings per event, and program target, for example, summer peak or winter peak. Through this effort, the Consortium is defining the DR baseline more precisely.

US Electric Demand Response Expenditures: General Categorization 2014



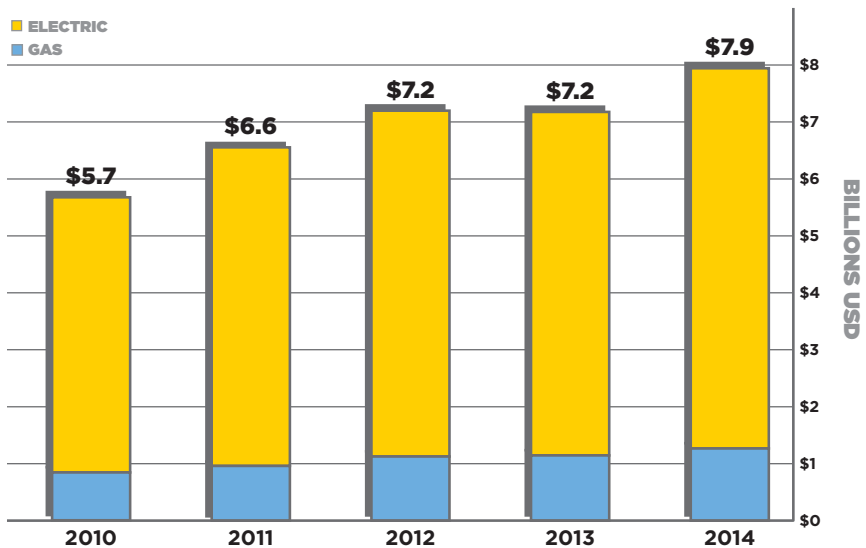
# US Program Expenditures

US gas and electric DSM expenditures from all sources increased by 11 percent when compared to 2013 DSM expenditures, totaling \$7.9 billion. When comparing program administrators who responded to both the 2014 and 2015 surveys, ratepayer funded expenditures increased by nearly \$507 million, or seven percent, from 2013 to 2014.

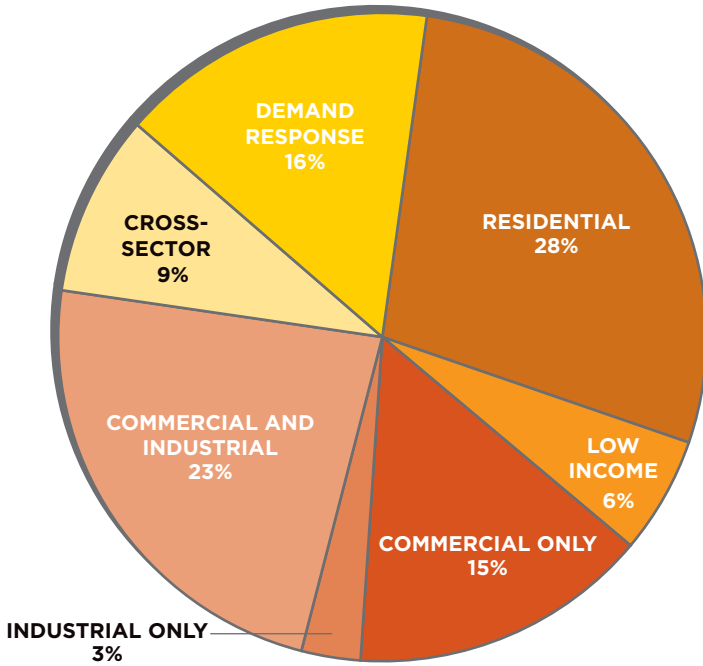
In 2014, US program administrators spent almost \$6.7 billion on electric DSM programs. Combined and broken out commercial and industrial received the largest share of funding in the US, 41 percent. The residential sector received the second largest share of 2014 DSM electric expenditures, 28 percent. Demand response also maintained a sizable portion of expenditures at 16 percent.

Residential expenditures continue to represent the largest share of the total gas program expenditures in 2014 at 39 percent, with C&I stable as compared to 2013. Low income grew from 22 to 27 percent.

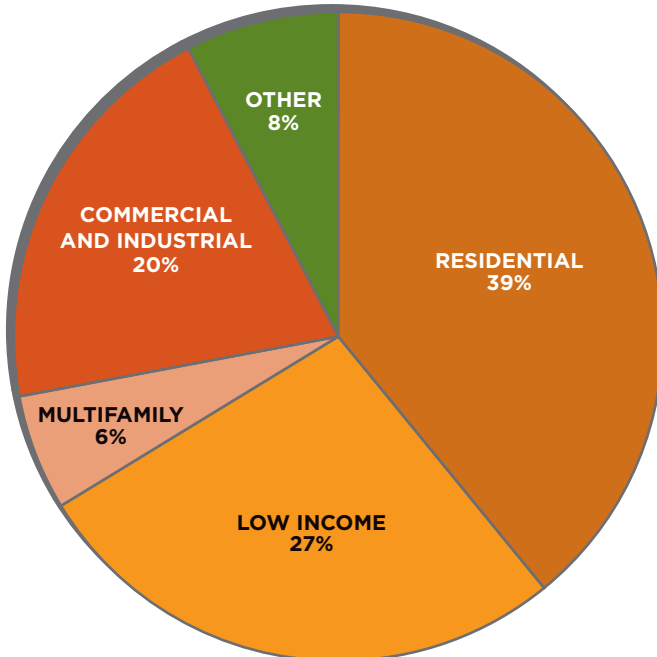
US DSM Expenditures, Gas and Electric Combined, 2014



### US Electric DSM Expenditures by Customer Class, 2014



### US Natural Gas Expenditures by Customer Class, 2014



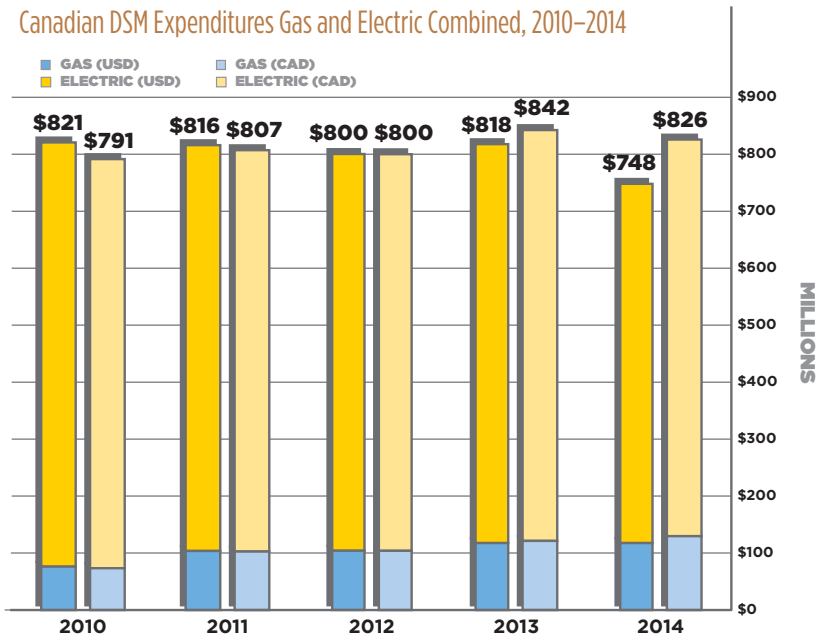
# Canadian Program Expenditures

Canadian 2014 gas and electric DSM program expenditures decreased from 2013 to \$748 million USD, \$826 million CAD, primarily due to an energy surplus in one province that curtailed DSM activity over the past two years. DSM expenditure represents 0.05 percent of 2014 Canadian GDP and two percent of value added to the economy by Canadian utilities.

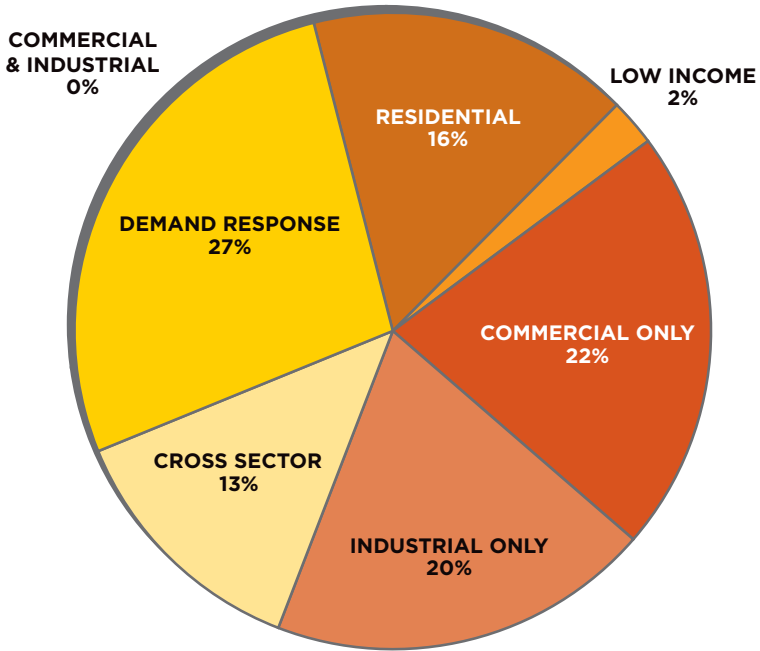
DSM electric program spending was \$696 million CAD, a four percent decrease, both in nominal dollars and when adjusted for inflation. C&I spending decreased over 50 percent from 2013, while other customer classes have remained largely stable over time. Demand response programs were the largest spending class in Canada.

Canadian natural gas program expenditures increased by seven percent over 2013, six percent when adjusted for inflation. Commercial and industrial programs continued as the largest percentage of expenditures. While the amount spent on residential has remained stable over time, the share has dropped nine percent since 2009.

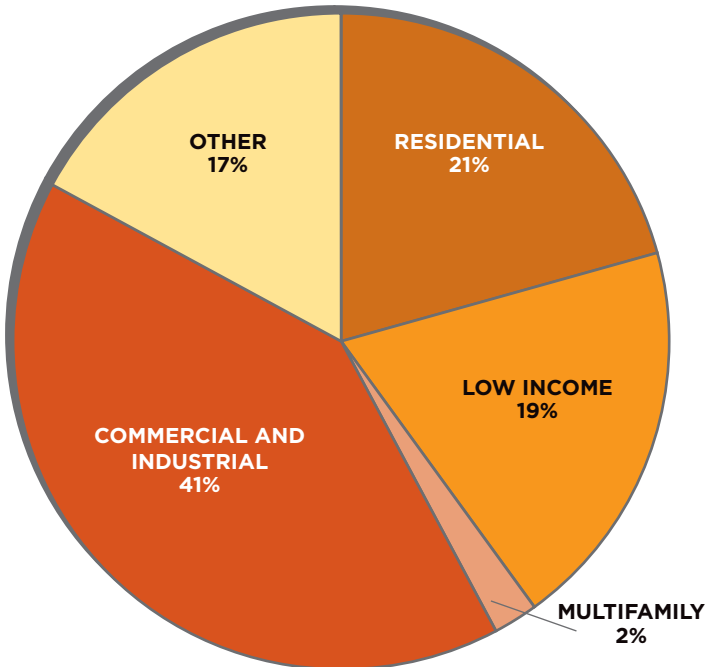
Canadian DSM Expenditures Gas and Electric Combined, 2010–2014



Canadian Electric Expenditures by Customer Class, 2014



Canadian Natural Gas Expenditures by Customer Class, 2014





# SAVINGS

US and Canadian programs report gross savings of nearly **27,800 GWh** of electricity and nearly **460 million therms** of gas in 2014, resulting in an aggregate **21.4 million metric tons of avoided CO<sub>2</sub> emissions**. The value to ratepayers was approximately **\$2.9 billion**. Demand response programs reduced capacity needs by **53,742 MW**.

## About the CEE Annual Industry Report

Energy efficiency program administrators are mandated and funded to achieve long lasting reductions in energy use for the United States and Canada. Each of these programs operates with different goals, regulations, cost structures, and programs. These administrators work together at the Consortium for Energy Efficiency to accelerate market uptake of measurably efficient products and services.

Ten years ago, the Consortium initiated a survey to discover the size and momentum of the industry by measuring program investments and impacts. Since 2006, the survey has grown in scope, and joined forces with major collaborator AGA in 2009. Since then, each year has seen the collection of additional information, deepening the data picture. Further analysis, data, this brochure, and charts are available for download on the CEE Forum, [ceeforum.org](http://ceeforum.org), and on the public site, [cee1.org](http://cee1.org).

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