

TACOMA POWER

CONSERVATION RESOURCES MANAGEMENT

USEA EXECUTIVE EXCHANGE



MAY 14, 2010



TACOMA POWER

- Municipal utility serving Tacoma area
- Publicly owned since 1893
- Service territory = 180 square miles
- More than 165,000 customers
- Generation capacity 713 MW
- Tacoma Power's hydro projects provide about 42% of demand
- Conservation provides $\approx 1\%$
- Bonneville Power Administration provides most of the rest



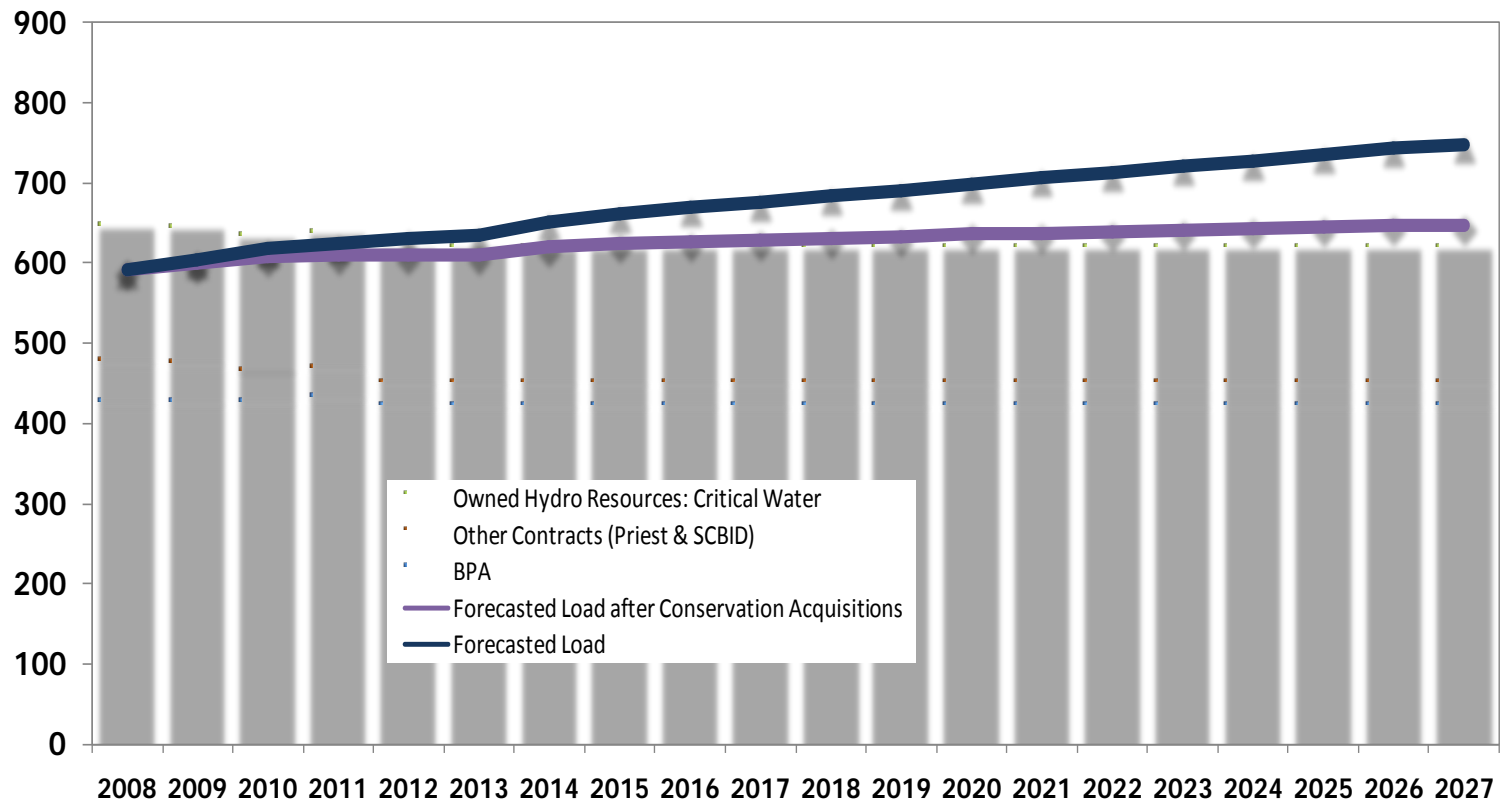


WHY DO CONSERVATION?

- Good for ratepayers
- Good for customers
- Good for the world (which drives regulation)



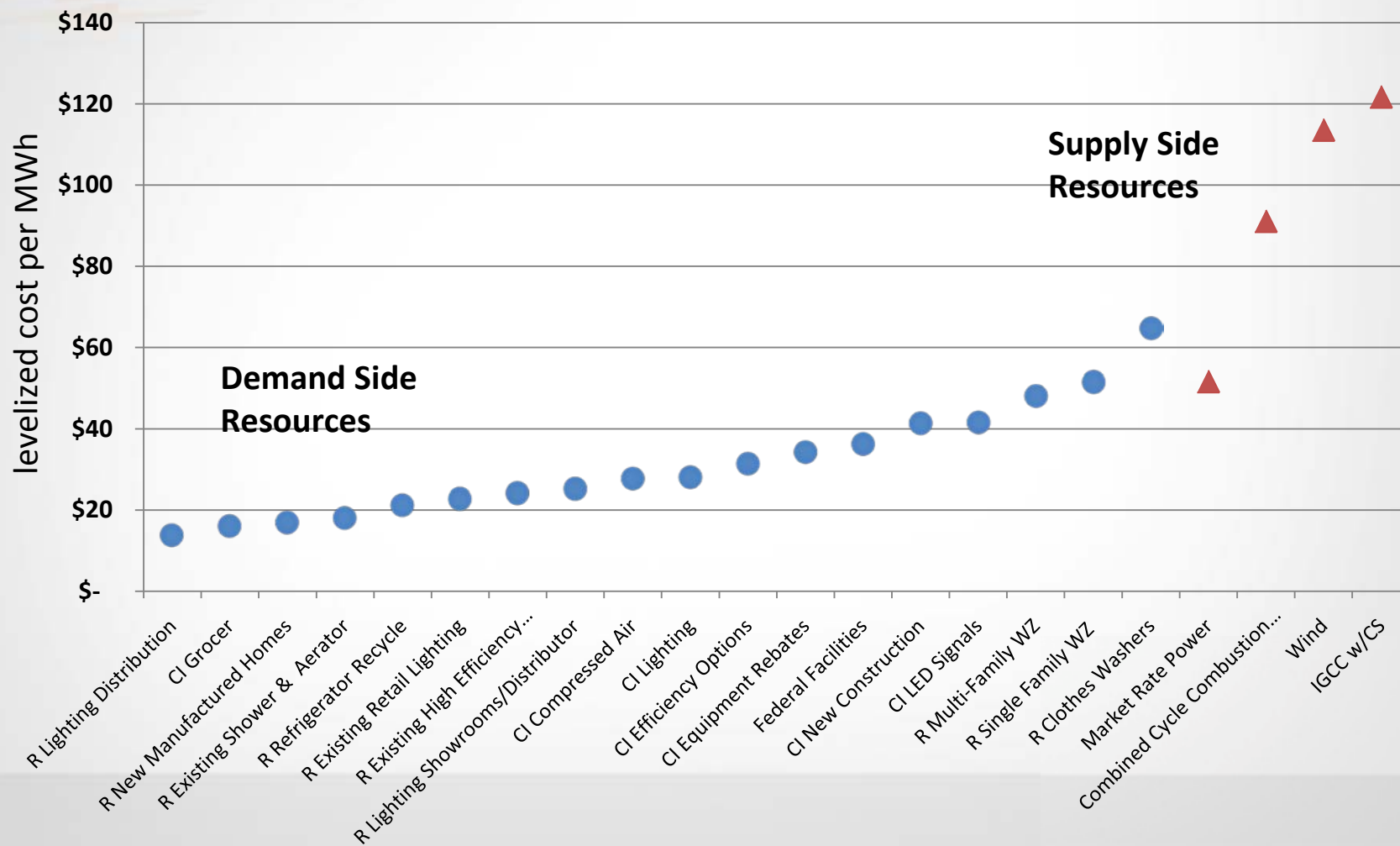
GOOD FOR RATEPAYERS





CONSERVATION RESOURCES ARE COMPETITIVE

2009 estimated cost of resources





GOOD FOR CUSTOMERS





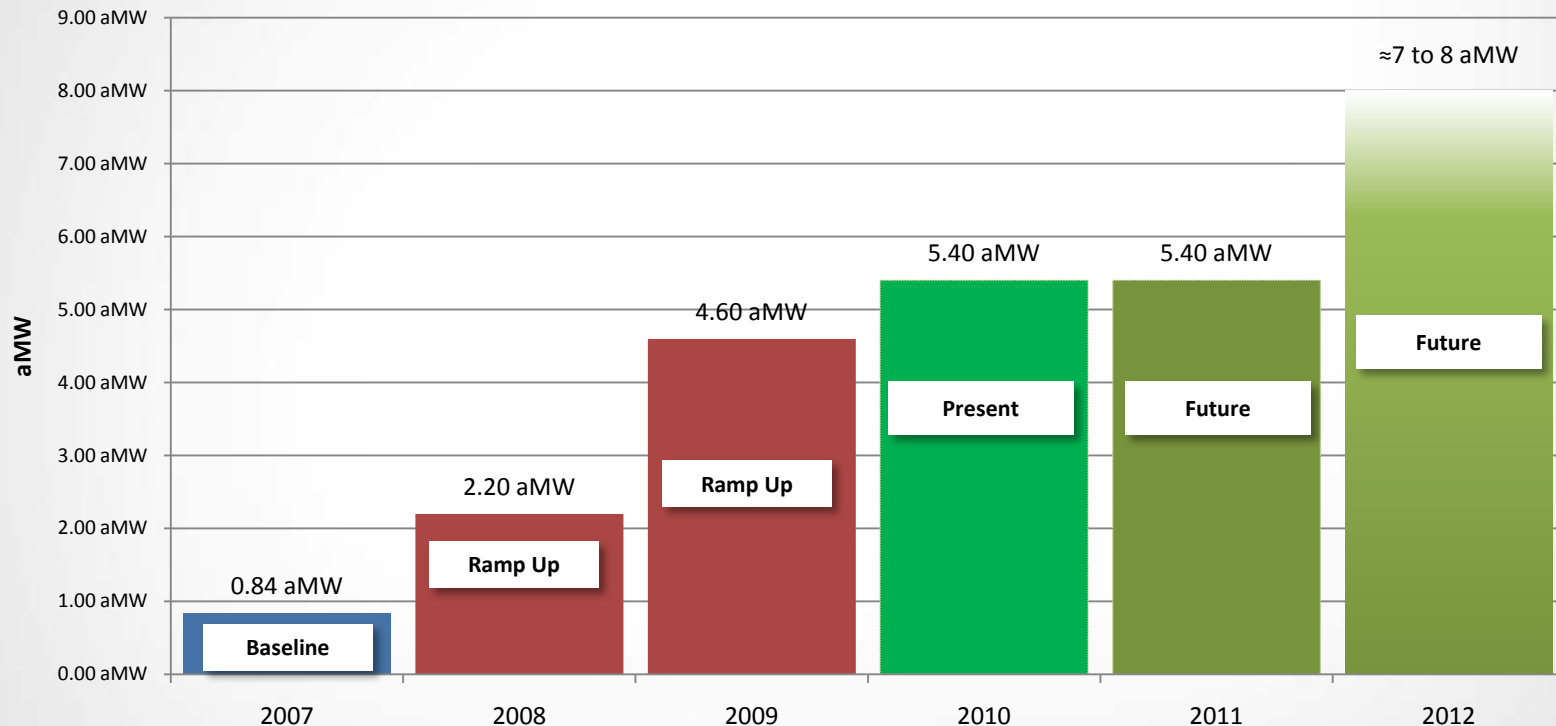
GOOD FOR THE WORLD

- Helps balance demand with a finite supply – helps us live within our natural means
- Provides jobs
- Supported with regulation
 - Washington's Energy Independence Act (I-937) requires utilities to acquire all cost effective conservation



MORE SAVINGS IN THE FUTURE

Tacoma Power Conservation Targets Increasing





WHAT'S OUT THERE?

TACOMA'S 10-YEAR ACHIEVABLE POTENTIAL BY SECTOR

Economic and Achievable Potentials (in aMW)

Sector / Segment	20 Year Economic Potential	20 Year Achievable Potential	10 Year Achievable Potential	Percent of Potential
Residential	42.3	29.3	22.7	40%
Existing Retrofit	33.4	23.1	20.1	
Existing Equipment Replacement	4.2	2.9	1.2	
New Construction and Equipment	4.7	3.2	1.4	
Commercial	34.6	23.8	16.8	33%
Existing Retrofit	24.6	16.9	13.4	
Existing Equipment Replacement	3.9	2.7	1.1	
New Construction and Equipment	6.1	4.2	1.7	
Industrial	22.5	15.6	11.6	21%
Military	5.8	4.0	2.9	6%
<i>Totals</i>	105.2	72.7	54.0	



MANY ISSUES BESIDES BILL REDUCTIONS AFFECT ADOPTION RATES

- **Ease/difficulty of measure installation**
- **Appliance attractiveness**
- **Human comfort**
- **Stocking habits of distributors/retailers**
- **Business constraints of installing contractors**
- **Economy (credit availability, disposable income)**
- **Housing and commercial building trends (some in conflict with conservation goals)**
- **Issues of social concern (e.g., global warming, toxics)**
- **Effectiveness of creative material & media placement**

To list just a few....



THE SOLUTION IS MARKETING





MARKETING

Marketing Component	Customer Perspective	Conservation Application
Product	Compelling Solutions	Measure & program portfolio driven by economics & market feasibility – constant flux requires management and redesign
Price	Adequate Value	Markets are slow to take advantage of most efficient solutions. Conservation incentives (rebates, loans, etc.) bridge the gap or accelerate emerging technology through adoption cycle.
Place (<i>distribution</i>)	Easy Access	Conservation programs manage entire market channel: manufacturers (collaboratively), distributors, dealers, retailers, builders, installers (might add regulators of standards and codes)
Promotion	Useful Information	Understanding complex market is required. Then optimal mix of messages and media. (CMS a valued resource.)



PRODUCT

(CONSERVATION MEASURE)

- **Must meet needs of Tacoma Power**
 - Reliability
 - Persistence
 - Load shape
 - Contribute positively to brand (e.g., lighting's or showerhead's affect on customer satisfaction)
- **And the needs of customers**
 - Must do what it's expected to do
 - Must please the customer (appearance, performance, non-energy attributes)
- **And the needs of the market channel**
 - Must be available
 - Must be profitable



PRODUCT PORTFOLIO CONSIDERATIONS

- Cost effectiveness (key tests: participant, utility, TRC)
- Customer satisfaction
- Equitable availability of programs
- Regional coordination
- Minimize market risk
- Programs must accommodate Council's RTF measures



CONSIDERATION: CUSTOMER SATISFACTION

ENSURING TOMORROW'S SUCCESS WITH TODAY'S JOBS

- Product or service must meet customer's perceived needs (often non-energy related)
- Brand impacts +/-
- Informed by research





CONSIDERATION: EQUITABLE AVAILABILITY ENSURING AGAINST CROSS-SUBSIDIES

- All Tacoma Power customers pay for conservation





CONSIDERATION: REGIONAL COORDINATION

ENSURING EFFICIENCY OF PROGRAM OPERATIONS

- **Utility markets are not islands**
 - **Shared media**
 - **Shared trade allies**
 - **Shared service area in the case of PSE**
 - **Shared program contractors**
- **Coordination**
 - **Avoids market confusion (does not mean we can't do something better)**
 - **Creates market buzz**
 - **Provides opportunity to share information, experience, data**



CONSIDERATION: MINIMIZING MARKET RISK

ENSURING SUCCESS DESPITE UNPREDICTABLE MARKETS

- Markets are dynamic. Examples of change include:
 - **NWPCC Power Plans**
 - **Codes, standards, Energy Star**
 - **Distribution channel**
 - **Competition (broadly defined)**
 - **National and regional advertising**
 - **Product improvements or flaws**
 - **Economy (disposable income, energy prices, etc.)**
- A strong, broad, diverse portfolio of programs and measures provides strength and flexibility to respond to a dynamic market



CONSIDERATION: USE OF RTF MEASURES

ENSURING CREDIT TOWARD 1-937 GOALS

- **Energy Independence Act (I-937) made NW Power and Conservation Council's methodology and measures the standard for compliance**
- **The Council's Regional Technical Forum (RTF) defines the technologies that utilities have to get**
- **Not achieving our potential results in penalties of \$50/MWh**



WHY WE DON'T PUT ALL OUR EGGS IN ONE BASKET

EXAMPLES FROM 2009

- **Residential**
 - Retail lighting underperformed
 - Weatherization overperformed
- **Commercial/industrial**
 - Fort Lewis and LED traffic signals under performed
 - Bright Rebates overperformed





PRICE

(INCENTIVE)

- **Must overcome “failure of market” to deliver efficiency**
- **Can be near zero or pay full cost of the measure**
- **Incentives typically 30% - 60% of incremental measure costs**
- **Rebates, loan buy-downs, instant retail markdowns**
- **Criteria: within the sweet spot of affordability to customer, Tacoma Power and the region. Program implementers share program data, which is useful as metric of market elasticity.**
- **Market transformation: special programs initially not cost effective, but become cost effective over time**



CONSIDERATION: COST EFFECTIVENESS

ENSURING CONSERVATION IS GOOD FOR EVERYONE

- **Total Resource Cost**
 - Programs and individual measures are strictly vetted for cost-effectiveness using a “societal” cost-benefit perspective
- **Utility Perspective**
 - Analyzes the impact of a measure on revenue requirements
- **Participant Perspective**
 - Evaluates potential consumer acceptance



PLACE

(DISTRIBUTION CHANNEL)

- Must decide where and how in the channel to intervene
 - Channel includes regulators, manufacturers, A&E, distributors, dealers, retailers, builders, installers
- Other utilities are important channel actors:
 - May affect availability of products
 - Coordination of regional messages can prevent confusion
 - Regional programs affect customer satisfaction
 - Smart to cooperate where it makes sense, but without sacrificing independence or branding opportunities



SYMBIOSIS

Anemone benefits:

- **Improved water circulation and resistance to parasites**

Clownfish benefits:

- **Protection from predators, allowing the fish to breed and survive**





UNIQUE ADVANTAGES SERVE BOTH PARTIES

Partner:	Tacoma Power	Trade Allies
Market presence	33	442
Perceived credibility	objective , trusted	field experts
Unique advantages	strong brand - 117 yrs old, regular billing, database marketing, media presence, public service	daily customer contact, national advertising
Nature of market	captive	voluntary



TAKING CARE OF TRADE ALLIES





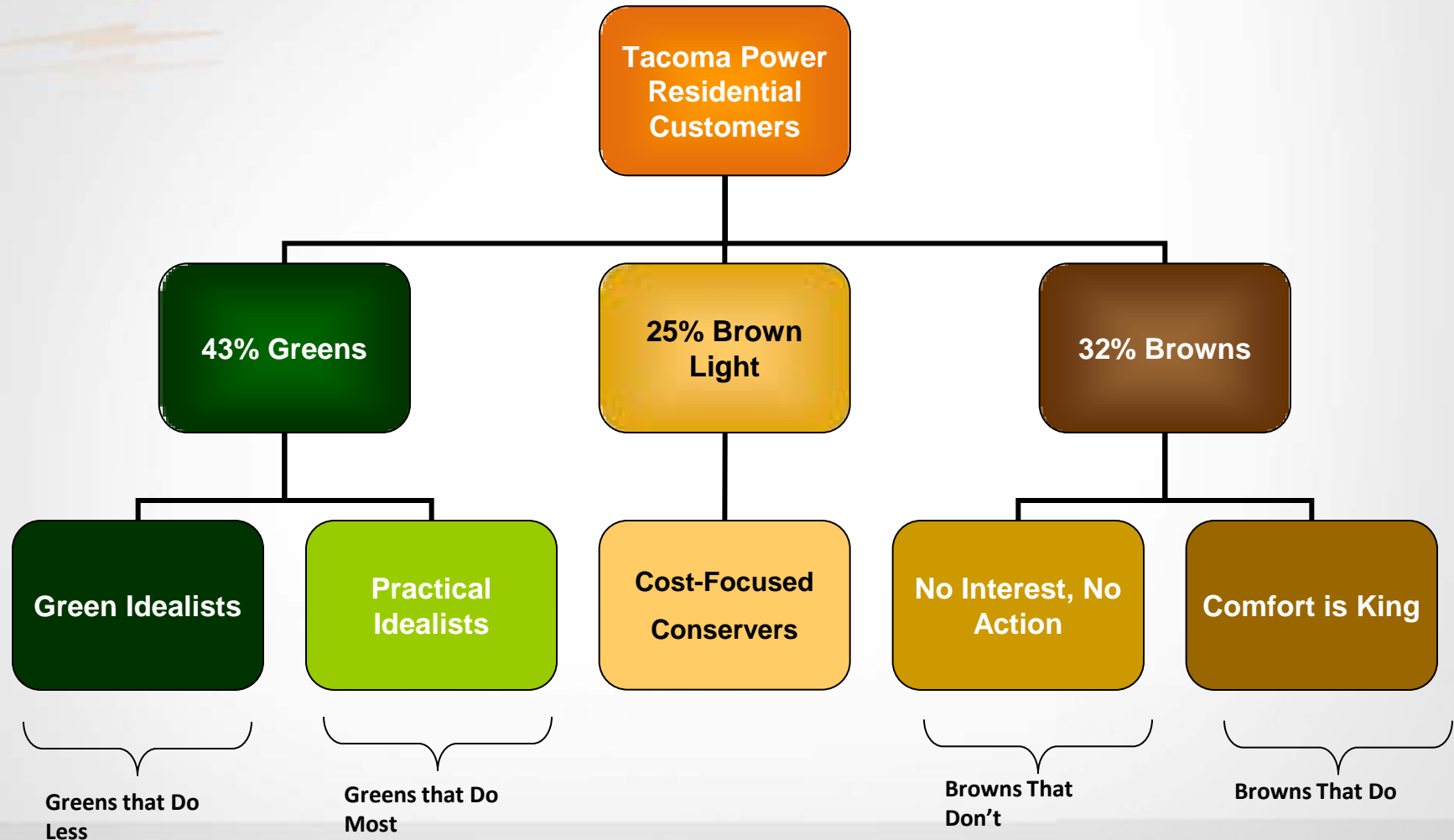
PROMOTION

(MESSAGING & ADS)

- **Opportunity for synergy between Tacoma Power brand and conservation programs**
- **Begins with good actionable research (segmentation, customer attitudes, customer satisfaction studies, equipment tracking, CRMS, etc.)**
- **Work on messages and media requires close partnership with CMS**



TOTAL TACOMA POWER SEGMENTATION STUDY



DIRECT MAIL – ALL PROGRAMS

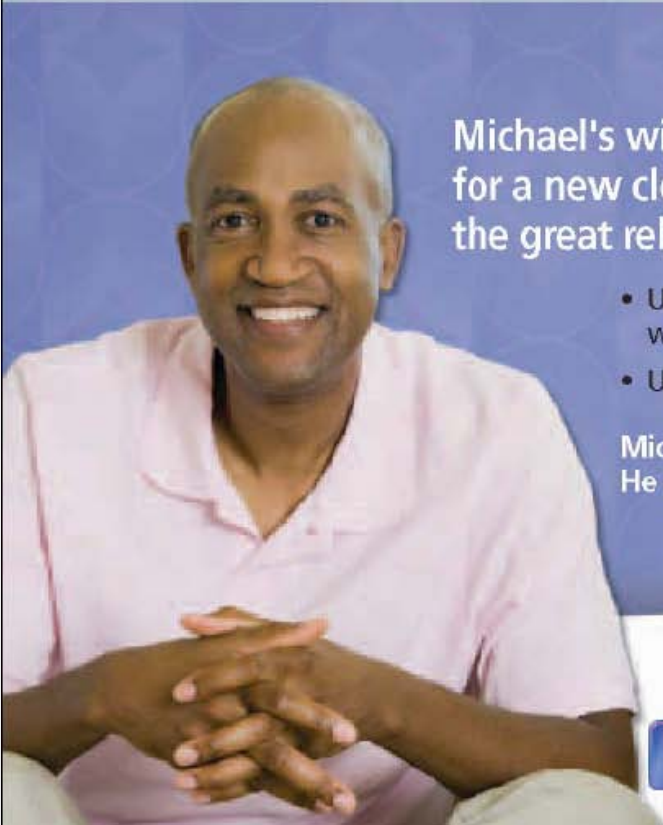


KnowYourPower.com





BILL INSERT - APPLIANCE




Michael's wife was curious about his sudden interest in shopping for a new clothes washer and refrigerator. She didn't know about the great rebates from Tacoma Power and Washington state.


- Up to \$105 for a new refrigerator (you must recycle your old, working unit by calling 1-877-577-0510 or visiting jacoinc.net)
- Up to \$200 for a new clothes washer

Michael has secret plans to buy a new barbecue with the rebate money. He gets it.

Rebates apply only to qualifying products while funds last.



KnowYourPower.com
(253) 502-8377



TACOMA POWER
TACOMA PUBLIC UTILITIES

DIRECT MAIL – HEAT PUMP



KnowYourPower.com



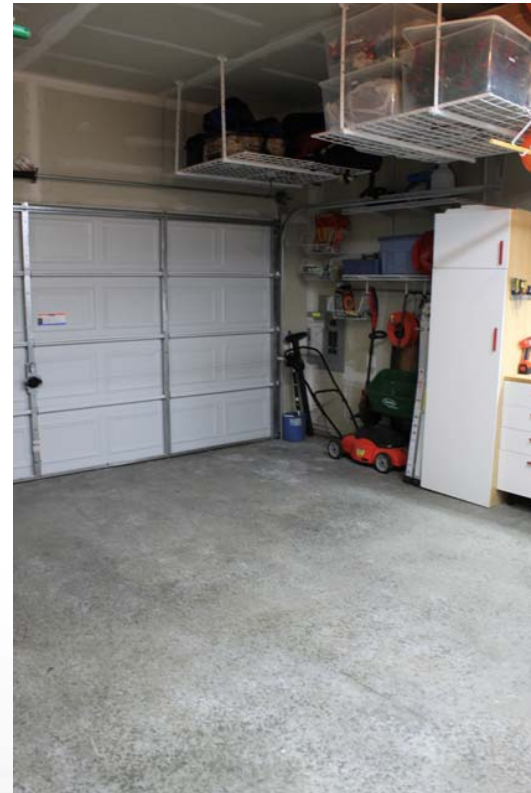


FRIDGE CONTEST


BEFORE



AFTER




BAG STUFFER



Switch and save money.
Walgreens and Tacoma Power
have special deals on CFLs.

KnowYourPower.com
(253) 502-8377



Switch & Save

Buy one CFL, get one free
It's easy to switch to compact fluorescent lights (CFLs) and start saving money when you buy one CFL and get one free at any upcoming Walgreens' event. You'll also be able to get your lighting questions answered by Tacoma Power's energy experts.

Buy one, get one free events at Walgreens
*Weekday events are from 3 to 6 p.m.;
Saturday events are from 1 to 4 p.m.*

Saturday, Jan. 16, 15225 Pacific Ave., Tacoma
Friday, Jan. 22, 4315 6th Ave., Tacoma
Monday, Jan. 25, 12105 Pacific Ave., Tacoma
Friday, Feb. 5, 8405 Pacific Ave., Tacoma
Monday, Feb. 8, 3737 Pacific Ave., Tacoma
Saturday, Feb. 13, 5602 Pacific Ave., Tacoma
Monday, Feb. 22, 9505 Bridgeport Way, Tacoma
Monday, March 8, 3540 N. Pearl St., Tacoma
Saturday, March 13, 8224 Stellacoom Blvd., Lakewood
Monday, March 15, 7451 Cirque Drive W., Univ. Place
Monday, March 22, 2650 Bridgeport Way, Univ. Place

*Free CFL is a 19-watt light (equivalent to a 75-watt incandescent bulb);
available while supplies last.

KnowYourPower.com
(253) 502-8377

U* NEWSLETTER



Get cash for appliances

If you've been putting off buying a new refrigerator or clothes washer, wait no longer. Sweet deals have arrived. You can get more than \$500 in rebates from Washington state and Tacoma Power through appliance rebate programs, while funds are available. Here's the scoop:

Refrigerators

Get up to \$105 when you buy a new, Energy Star-rated refrigerator and recycle your old, working fridge. You'll get \$75 from the state's appliance rebate program, and you may qualify for an additional \$30 from Tacoma Power.

Clothes washers

Get up to \$200 when you buy a qualifying Energy Star-rated clothes washer. Tacoma Power and Tacoma Water offer rebates of up to \$100. When you buy the most efficient model, you'll get an additional \$100 in state rebate money.

You must meet the state and Tacoma Power eligibility requirements to receive rebates. To find out if you qualify, go to knowyourpower.com/cashforappliances or call (253) 902-8077. U*

sweet deals



Couple scores one sweet sweep

Rewards come to those who recycle refrigerators and freezers. A lucky Puyallup couple won Tacoma Power's recycling contest when they called up to haul away their 25-year-old freezer, which used up a lot of energy and space in their garage.

Don and Monika Luoma won a free, professional garage reorganization donated by local company Dero Tacoma. Their garage—formerly stacked with cardboard

boxes, strewn with old Christmas decorations and smothered with shopping bags—now shines with order and organization.

Since older fridges and freezers can use up to four times more energy than newer, more efficient models, the Luomas will save on their electric bill. And, they love reaping the rewards of recycling. "It was a lot of work to get organized, but it was worth it," Don said.

Recycle old bulbs and get free CFLs

Calibrate the environment, saving energy and saving money when you visit Tacoma Power's energy experts at three local Home Depot events in honor of Earth Day, which is April 22. We've got great deals for you on Energy Star-qualified CFLs, which use up to 75 percent less energy than old-fashioned incandescent bulbs.

Get a free CFL when you buy a CFL marked with a Switch & Save sticker at the Home Depot events listed to the right.

You can also recycle up to five incandescent bulbs or burned out CFLs and get five new CFLs in return.*



buy CFLs
Switch & Save

KnowYourPower.com

*Unless fluorescent tubes are accepted for exchange. Limit five free CFLs per customer, while supplies last. For more event details, go to knowyourpower.com or call 902-8077.



Home Depot events will occur from 10 a.m. to 2 p.m. on:

- **Saturday, April 17**
7050 Tacoma Mall Blvd., Tacoma
- **Saturday, April 24**
101 152nd St., E., Spanaway
- **Saturday, May 1**
4602 Center St., Tacoma

Getting free CFLs will make it easy to take the pledge to switch out 10 incandescent bulbs for 10 CFLs in 2010. Fill out your pledge form at the event, get your free pledge sticker and bulbs, and start saving. U*

Clearly the season for windows

Replace your windows, and you could get up to \$1,000 in rebates from Tacoma Power along with a seven-year, zero-interest loan to pay for the rest of the work. It comes with a grant that pays for the total cost of replacement windows (maximum up to \$20 per square foot).

When you install Energy Star-qualified windows, you can reduce your electric bills, improve the look of your home and give your next neighbors something to talk about.

Windows must be electrically heated and built before 1988 to qualify.

Call 902-8363 for an application and more information. UP



window rebates

Are you a fan or a follower?



Check us out on Facebook and Twitter. U*

POS – LIGHT BOX



OUTDOOR ADVERTISING





2009





2009: WE'VE ACQUIRED MOST NEEDED TOOLS

2009 Conservation Program Rollout

When programs are expected to begin delivering savings

Program	January	February	March	April	May	June	July	August	September	October	November	December
Single Family Weatherization	AP	AP	AP	AP	AP	AP	AP	AP	AP	AP	AP	AP
High Efficiency Heat Pumps Systems		AP	AP	AP								
Energy Star Manufactured Homes												
CFL Distribution												
Energy Star Clothes Washers	AP											
Refrigerator/Freezer Decommissioning	AP	AP	AP	AP	AP	AP	AP	AP	AP	AP	AP	AP
CFL Retail Program (APT)			AP	AP	AP	AP	AP	AP	AP	AP	AP	AP
Lighting Showroom/Distributor Program (APT)												
Multi-Family Weatherization												
Showerheads & Fixtures - Direct Install <i>(if approved)</i>												2010
Showerheads - Direct Mail <i>(if approved)</i>												2010
Heat Pump Commissioning <i>(if approved)</i>												2010
Resource Conservation Manager Program <i>(if approved)</i>												2010
Retro-Commissioning <i>(if approved)</i>												2010
Custom Retrofit Program												
Fort Lewis, McChord & Union Station												
LED Traffic Signals												
New Construction												
Efficient Equipment Rebates												
Compressed Air Program												
Energy Smart (Grocer)												
Bright Rebates												
Conservation Information Center												

Commercial-Industrial

fully staffed



GETTING THE WORD OUT

- **“They Get It” - soft launch Q3 2009**
 - **Promote refrigerator and freezer recycling, retail lighting, and single family weatherization programs**
 - **CRM and CMS are working together to develop the full launch 2010 campaign**
 - **All programs promoted throughout 2010**
- **Promotion tracking**
- **Response rates tracked for all media**
 - **Will develop advertising metrics with CMS**



INFO CENTER TOUCHES CUSTOMERS DIRECTLY

- Info Center contacts – 7,903
- Workshops – 12
 - Attendees - 470
- CFLs distributed YTD – 15,037
 - At workshops and conservation consultations, presentations and events



TPU VISITORS INVITED TO EXPLORE ENERGY CONSERVATION

- Conservation Information Center in TPU lobby was renovated
 - Private office for energy counseling
 - Educational displays
 - Program platform – “Spotlight on Savings”
 - Kitchen/laundry appliance demo
 - Home office/home entertainment center (plug load demo)
 - Phantom power demo
 - Lighting: application and styles demo
 - Interactive kiosks/multimedia
- Grand opening March 4

MANAGING WITH METRICS





KEY LESSONS FROM 2009?

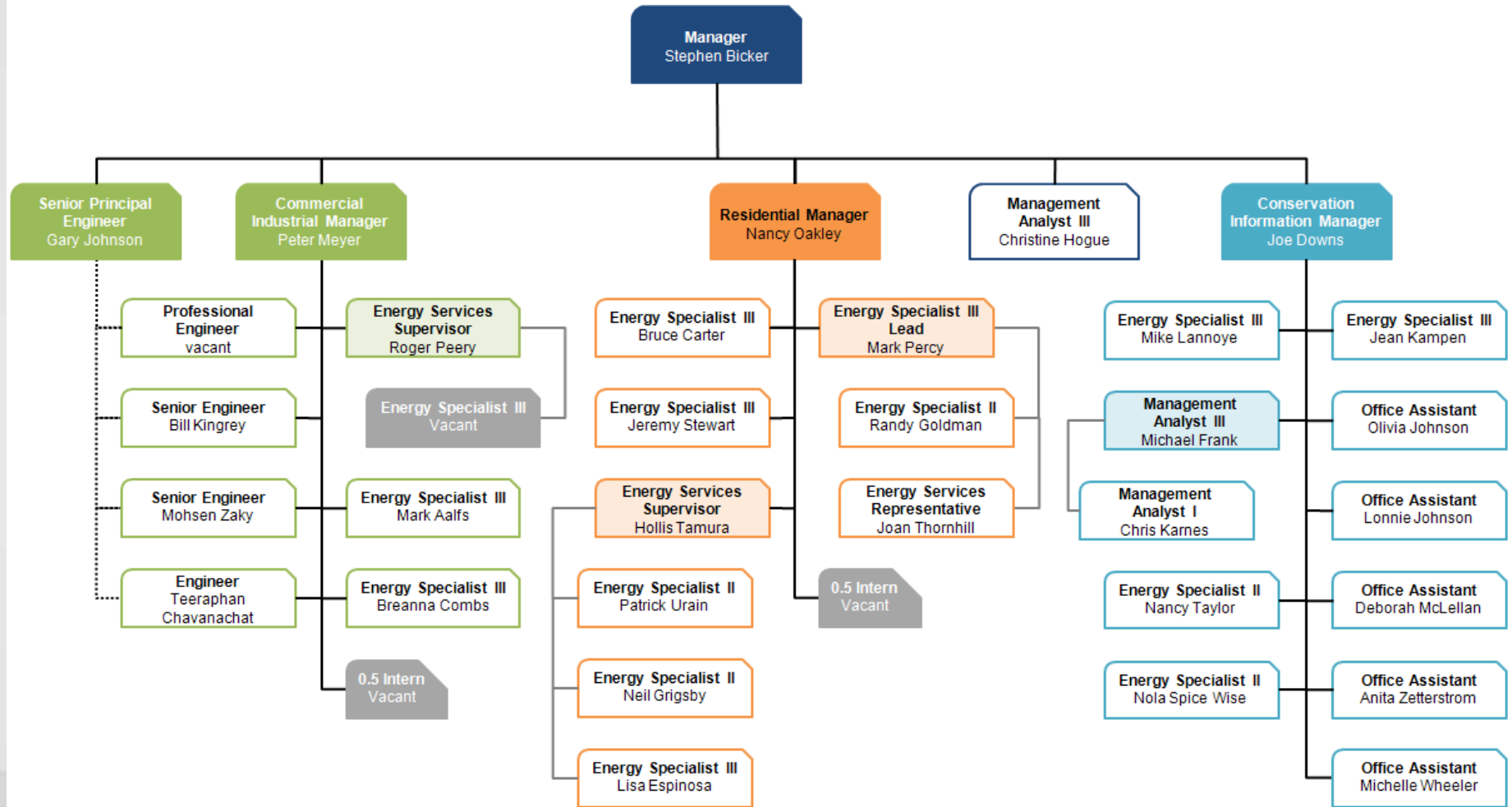
- The program you think will carry the day is not necessarily the one that does
- Incentive levels make a difference
- You have to tell your story for customers to act on it
- Trade allies are critical to success
- Always have a contingency plan!

PROGRAM PORTFOLIO

Conservation Resources Management Program Portfolio 2009 & 2010 Projected Program Results

Program Name	Biennium Projected Savings ¹ (aMW)	Biennium Budget ² (000s)	Total Measure Costs ³ (000s)	Utility Costs (Rebates) (000s)	Customer Costs (000s)	Cost Shares ⁴ (Utility : Customer)	Total Levelized Measure & Program Costs (\$/MWh)	2009 Final Savings (MWh)	2009 Final as % of Biennial Goal	Latest Status
All Sector Totals or Weighted Averages	12.4	\$30,895	\$31,169	\$14,405	\$16,686	46 : 54	-\$30			
Commercial/Industrial	5.5	\$9,482	\$14,916	\$7,902	\$7,013	53 : 47	-\$29			
Custom Retrofit	0.7	\$1,583	\$2,309	\$1,120	\$1,189	48 : 52	-\$31	1,489	0%	March
Equipment Rebates	0.1	\$156	\$304	\$128	\$176	42 : 58	-\$23	526	111.8%	February
Lighting (Bright Rebates)	2.5	\$4,220	\$6,122	\$3,666	\$2,456	60 : 40	-\$28	4,906	245.9%	October
Compressed Air	0.6	\$869	\$1,390	\$771	\$619	55 : 45	-\$29	3,329	39.7%	On
LED Signals	0.5	\$390	\$762	\$368	\$394	48 : 52	-\$27	2,102	34.0%	March
New Construction	0.6	\$1,673	\$3,250	\$1,352	\$1,898	42 : 58	-\$41	2,365	172.0%	June
Energy Smart Grocer	0.5	\$591	\$779	\$498	\$282	64 : 36	-\$17	2,015	242.2%	On
Federal Facilities⁴	0.7	\$40	\$2,440	\$0	\$2,440	0 : 100	-\$34	2,015	28.3%	
Residential	6.2	\$9,237	\$13,814	\$6,503	\$7,232	47 : 53	-\$30			
Weatherization-Single Family	0.2	\$573	\$1,263	\$426	\$838	34 : 66 ⁶	-\$32	Developed post-plan	N/A	August
Weatherization-Multi Family	0.3	\$2,044	\$3,216	\$1,938	\$1,278	60 : 40	-\$45	263	110.2%	March
Clothes Washers	0.1	\$793	\$1,152	\$446	\$705	39 : 61	-\$96 ⁷	876	60.7%	January
Refrigerator Decommissioning	0.8	\$1,038	\$773	\$773	\$0	100 : 0	-\$18	3,066	44.9%	August
Shower & Aerator	0.1	\$131	\$87	\$87	\$0	100 : 0	-\$17	N/A	N/A	
High Efficiency Heat Pump	0.1	\$377	\$608	\$286	\$322	47 : 53	-\$46	526	16.0%	June
Lighting-Exisiting Retail		\$2,508	\$5,609	\$1,571	\$4,030	28 : 72	-\$23	15,243	21.4%	February

CONSERVATION RESOURCES MANAGEMENT ORGANIZATIONAL CHART





MEASURING RISK TO MANAGE RISK

- **1 - Low Confidence** – little hope of hitting target; we plan to get the savings elsewhere.
- **2 - Serious concerns** about target, but not hopeless; remedial action is needed to meet target.
- **3 - Will likely achieve target** with the good marketing and active program management.
- **4 – Confident** of hitting target so long as there are no big surprises.
- **5 - High Confidence** – fully expect to meet or exceed target; only extreme market disruptions could cause failure.



PROJECTIONS & SAVINGS

RESIDENTIAL

AS OF OCTOBER 2009

Programs	2009 Projected Savings by Program (MWh)	Year-To-Date Actual Savings (MWh)	Actual Savings as % of Projection	Launch Date	Confidence of Reaching Projection 1 (low) to 5 (high)
Single-Family Weatherization		450		August 2009	3
Multi-Family Weatherization	263	53	20.3%	May 2009	5
High Efficiency Heat Pump Systems	526	56	10.6%	June 2008	1
Energy Star Clothes Washers	876	327	37.4%	January 2009	3
Refrigerator /Freezer Decommissioning	3,066	740	24.2%	August 2007	3
CFL Distribution	964	360	37.4%	On-going	4
CFL Retail Program	15,943	437	2.7%	February 2009	1
Lighting Showroom/Distributor	1,840	175	9.5%	February 2009	2
Residual Savings from Old Programs: * New Construction		15		On-going	
Total Residential	23,477	2,614	11.1%		



WHAT'S IN THE RESIDENTIAL PIPELINE?

- **Weatherization**
 - Multifamily weatherization program is beginning to slow down, primarily due to weather and holiday issues
 - One large project (0.038 aMW), Morning Tree Apartments, requested a loan application – the first since the board authorized the commercial loan option under this program – expected to begin in early 2010
- **Appliances**
 - Approx. 205 washers pending and new WA program (ARRA) to be implemented in early 2010
- **Lighting retail program (68% of 2009 residential goal)**
 - Retail program: more than 20,455 units are in the pipeline
 - Working with Legal to streamline the MOU process
 - Two retailers added in November
- **Lighting distribution program**
 - Partnering with Click! for field techs to distribute CFLs at appointments



PROJECTIONS & SAVINGS COMMERCIAL/INDUSTRIAL AS OF OCTOBER 2009

Programs	2009 Projected Savings By Program (MWh)	Year-To-Date Actual Savings (MWh)	Actual Savings as % of Projection	Launch Date	Confidence of Reaching Projection 1 (low) to 5 (high)
Bright Rebates	4,906	10,166	207.2%	Revised October 2008	5
Fort Lewis, McChord & Union Station	2,015	571	28.3%	Ongoing	1
Compressed Air Program	3,329	1,322	39.7%	Ongoing	2
Custom Retrofit Program	1,489	-	-	May 09	2
Efficient Equipment Rebates	526	588	111.8%	February 2009	3
New Construction	2,365	9	0.4%	June 2008	5
Energy Smart Grocer	2,015	4,412	219.0%	Ongoing	5
LED Traffic Signals	2,102	714	34.0%	May 2009	2
Total Commercial/Industrial	18,746	17,781	94.9%		



WHAT'S IN THE COMMERCIAL/INDUSTRIAL PIPELINE?

- Approval for increased incentives for Compressed Air Program
 - Applications for 6 projects received (0.1 aMW)
 - Bradken Atlas project may occur in 2010 (0.32 aMW)
- Whirlpool & Toray Composites rebates in process now
 - $0.144 + 0.430 = .57$ aMW!
- Several more Bright Rebates projects underway
 - Tacoma School District
 - Arclin
 - Simpson Lumber
- Several Custom Retrofit projects in scoping phase
 - P.C. Wastewater Treatment
 - Fort Lewis
 - Bates
- New Construction project
 - Versacold



PROJECTIONS & SAVINGS COMBINED

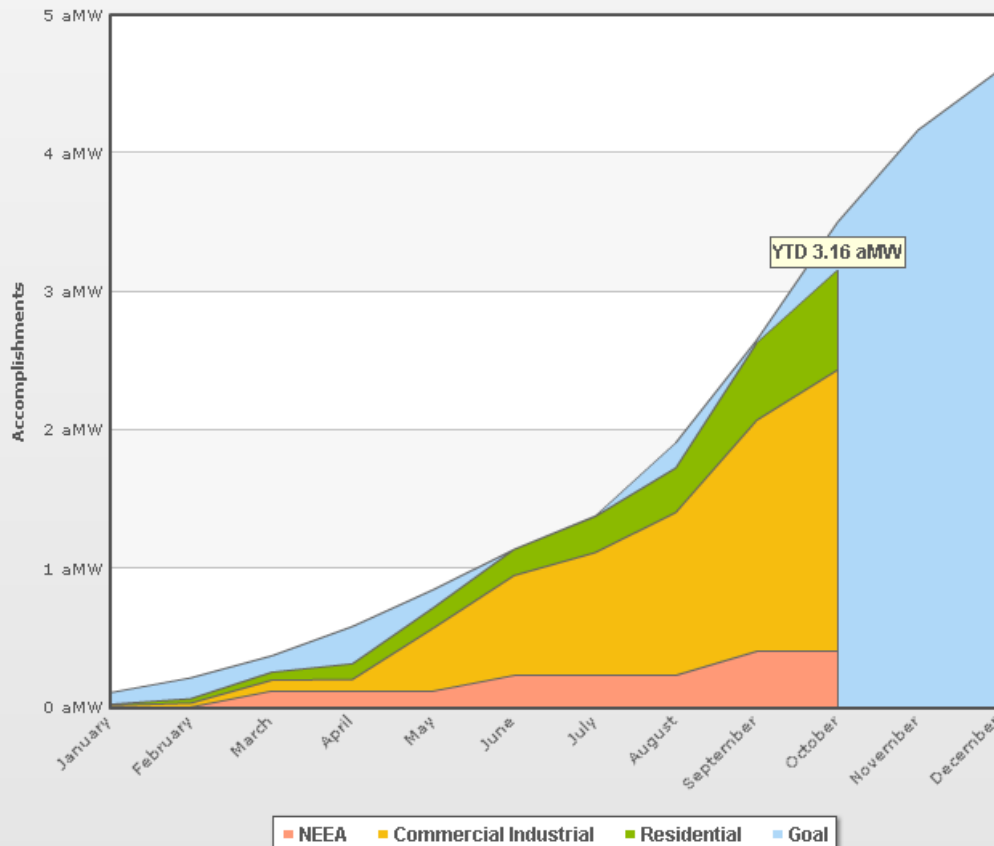
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Programs	2009 Projected Savings by Program (MWh)	Year-To-Date Actual Savings (MWh)	Actual Savings as % of Projection	Launch Date	Confidence of Reaching Projection 1 (low) to 5 (high)
Total Residential	23,477	6,322	26.9%	Varies	1
Total Commercial/Industrial	18,746	17,781	94.9%	Varies	3
NEEA	4,030	3,538	87.8%	Ongoing	5
Total	46,253	27,641	59.8%		2
	5.28 aMW	3.16 aMW			

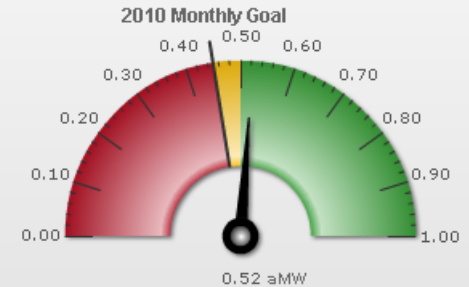
CONSERVATION DASHBOARD

Conservation Dashboard

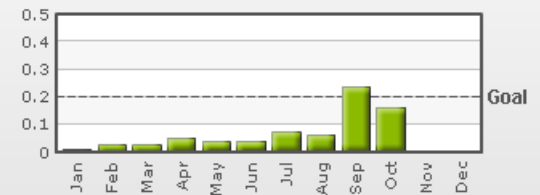
Conservation Accomplishments - 2009 Year to Date
Busbar Average Megawatts (aMW)



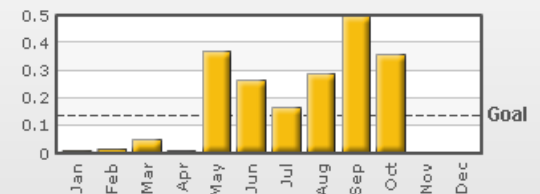
October Conservation Acquired



Residential Program Performance (aMW)



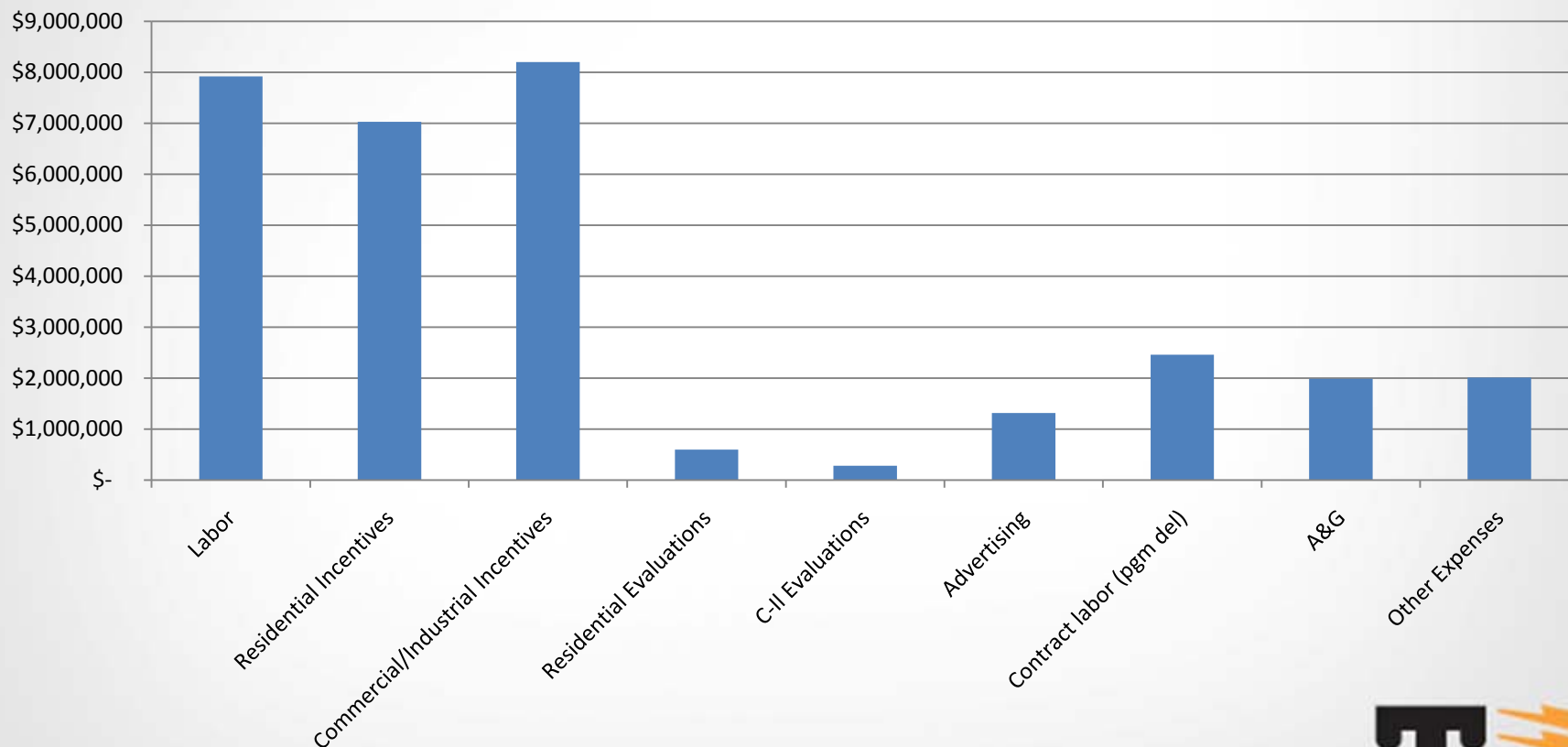
Commercial Program Performance (aMW)





INCENTIVES AND LABOR DOMINATE BUDGET

2009-2010 Budget





RESIDENTIAL PROGRAMS

- **Lighting**
 - **Switch & Save – Energy Star compact fluorescent bulbs (CFLs) and fixtures**
 - **Lighting showroom and distributor – Energy Star fixtures**
- **Appliances**
 - **WashWise – highest efficiency clothes washers**
 - **Refrigerator and freezer recycling**
- **Weatherization and heating**
 - **Insulation, windows and duct sealing**
 - **Heat pump system**
- **Distribution**
 - **CFLs**
 - **Energy kit**



LIGHTING PROGRAMS

- **Switch & Save**

- 11 retailers, 34 store locations
- Incentive: \$1-\$3 per bulbs, \$15 per fixture
- Point of purchase displays essential
- Residential customer – existing homes
- Represents about 70% residential savings goal



- **Lighting showroom and distributors**

- 16 showrooms and distributors
- Incentive: up to \$20 per fixture
- Sales incentive for lighting representative
- Builder – new construction





APPLIANCE PROGRAMS

- **WashWise – High efficiency clothes washers**
 - Joint program with other NW utilities (energy & water)
 - Incentive: \$50, \$75, \$100 based on model purchased
 - Retailer promotions, trained sales staff and point of purchase
- **Refrigerator and freezer recycling**
 - Incentive: \$30 and free pick-up
 - Customer schedules pick-up date
 - Contractor picks up and recycles appliance
 - 94% of the appliance is recycled



PROCESS

- **Third party program administrator**
 - **Negotiates agreements with retailers and manufacturers**
 - **Processes customer rebate requests**
 - **Reports data to Utility**
- **Tacoma Power**
 - **Pays incentive to program administrator**
 - **Oversees program performance**
 - **Manages and maintains relationships with retailers and manufacturers**
- **Benefits**
 - **Streamlined and consistent process for retailers**
 - **Economies of scale and regionwide coordination reduce program costs**



Español

Get Loads of Savings

Home

Participating Utilities

Tier Qualifications

Qualifying Products (pdf)

Rebate Form

Home Efficiency Tips

Special Offers

Retailer Training Program

Photo Contest 2009

Story in Photos

CONTACT US

WashWise Rebate Program
1400 SW 5th Ave., Suite 700
Portland, Oregon 97201
Phone: 1-866-632-4636
Fax: 1-800-687-6176

WashWiseRebate@peci.org



Clothes Washer
Rebates up to

\$100

2010 WASHWISE CLOTHES WASHER REBATE

Saving energy and water together! That is the goal of the WashWise Clothes Washer Rebate program. Your local energy and water utilities, listed below, have joined together to offer you a rebate of up to \$100 for the purchase of qualified resource-saving clothes washers. This is the perfect opportunity for you to be part of the savings team which is focused on conserving natural resources, protecting habitat and maintaining a healthy environment for the Puget Sound region and beyond.

Tier levels changed January 1, 2010. Click [here](#) to see the new tier levels.

Please click on the logo to learn more about the participating utilities.



**CASH for APPLIANCES
WASHINGTON**
cashforapplianceswa.com

If you qualify for a WashWise rebate, you may also qualify for a Washington Cash for Appliances rebate. Visit cashforapplianceswa.com for more information.





WEATHERIZATION & HEATING PROGRAMS

- Weatherization
 - Ceiling, floor, wall insulation, windows, heating ducts tested and sealed
 - Incentives:
 - Low income - little or no cost to customer
 - Non-low income - pays about one-third of the cost
 - \$.50 square foot of insulation, \$4 per square foot of windows, up to \$600 test and seal heating ducts
 - Loan option - zero interest, 7 year loan through Tacoma Power
 - Contractor sells the program
- Heat pump system
 - Heat pump upgrade, commissioned, heating ducts tested and sealed
 - Incentive: up to \$1,000 (\$400 heat pump & \$600 ducts)
 - Contractor sells the program



PROCESS

- **Customer**
 - Submits application
 - Selects contractor
- **Contractor**
 - Provides bids
 - Completes installation according to program specs
 - Invoices utility
- **Tacoma Power**
 - Reviews customer rebate requests
 - In progress and final inspections
 - Pays incentive to contractor or customer
 - Manages and maintains relationships with contractors



DISTRIBUTION PROGRAMS

- **CFL bulb distribution**
 - 35,000 CFLs in 2010
 - Incentive: free
 - Community events, presentations and workshops
 - Promotes other conservation programs
- **Energy kit**
 - Kit includes: 1 showerhead and faucet aerator, 2 CFL bulbs, information
 - Incentive: free
 - Direct mail to targeted customers
 - Expect to mail 10,000 kits in 2010





PROGRAM MARKETING

- **Customer**
 - Newsletter
 - Bill insert
 - Print materials such as brochures
- **Retailer**
 - Point of purchase
 - National and regional campaigns (for example, WashWise, Energy Star)
 - Cooperative ads with local retailers
- **Contractors**
 - Training
 - Participating contractor list



COMMERCIAL/INDUSTRIAL PROGRAMS

- Bright Rebates (efficient lighting)
- New Construction
- Custom Retrofit
- Equipment Rebates (e.g. HVAC, VFDs, motors, appliances)
- Zero interest loan
- On-site walk through energy audits
- Energy Smart Grocer
- Compressed Air Efficiency
- Energy Bill Profile (Analysis of your electric usage trends)
- Federal Facilities Program
- LED Traffic Signals



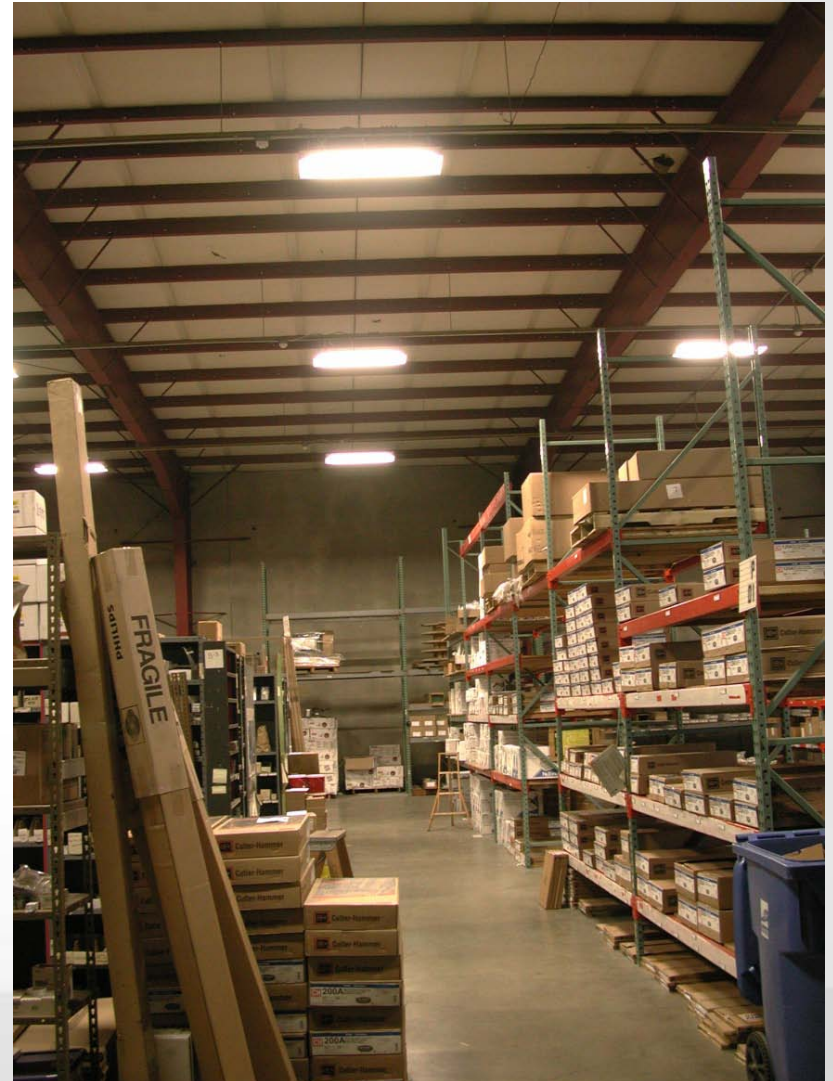
BRIGHT REBATES PROGRAM

- The program provides technical assistance and financial incentives for qualifying lighting projects such as:
 - T-12 to T-8 retrofits
 - HID to LED or induction
 - HID to fluorescent
 - Controls
 - Incandescent to fluorescent or LED
 - Other technologies.....
- Incentives: 17¢/kWh first year savings, up to 70% of the project cost
- Small project prescriptive approach
 - New projects less than \$5,000 incentive
 - Covers many of the more common lighting retrofits



WAREHOUSE LIGHTING PROJECT

- Replaced old HID fixtures
- Installed new fixtures with high output T8 lamps
- Occupancy sensors in warehouse
- 50% reduction in lighting energy use
- Improved light levels





BRIGHT REBATES PROGRAM PROCESS

- 1. Application and scope of work**
- 2. Pre-inspection: to confirm existing equipment type and quantity**
- 3. Project review: for savings and cost effectiveness requirements**
- 4. Pre-approval: incentive agreement submitted to participant**
- 5. Incentive agreement: must be signed by participant and Tacoma Power prior to commencement of project ****
- 6. Letter to proceed**
- 7. Lighting fixtures installed**
- 8. Post-inspection: conducted by Tacoma Power**
- 9. Invoices and waste disposal form submitted**
- 10. Incentive paid**



LED LIGHTING

- LEDs excel in certain niche markets (exit signs, traffic signals, decorative & accent)
- Prices are declining and efficiencies are improving
- Maintenance savings are possible due to long life
- Some LED products are eligible for incentives
 - Energy Star qualified; UL Listed; 3 yr warranty; efficiency of 50 lumens per watt or greater; IES LM-79 & LM-80 tested;
- Product quality varies dramatically
 - Be sure to test products
- Check with Tacoma Power before finalizing sale

WAREHOUSE LIGHTING PROJECT

Installation Cost:	\$269,288
Tacoma Power Incentive:	\$174,097
Net Cost to Gensco:	\$ 95,191
Annual Cost Savings:	\$ 41,962
Annual Energy Savings (MWhr):	1,024
Return on Investment (ROI):	44%
Simple Payback (in years):	2.3



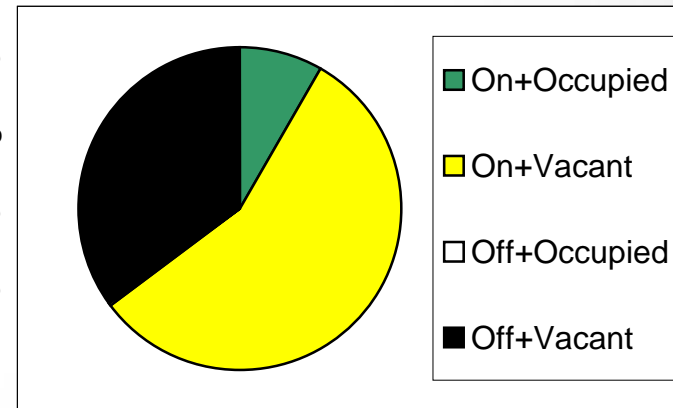


MEASUREMENT & VERIFICATION TOOL FOR LIGHTING CONTROLS

- Sample data from customer warehouse

Lighting/Occupancy Summary

On+Occupied	14.2 Hours	8.2%
On+Vacant	97.3 Hours	56.4%
Off+Occupied	0.7 Hours	0.4%
Off+Vacant	60.3 Hours	34.9%
<i>Total Monitored</i>		
<i>Hours:</i>	<i>172.5 Hours</i>	



IT-200 InteliTTimer® Pro Logger (Wattstopper)

- Determines energy savings potential from occupancy sensor use



COMMERCIAL NEW CONSTRUCTION PROGRAM DETAILS

- Prescriptive path for small to medium-sized buildings
 - Incentives: 25 – 50¢ per ft² for specific packages of efficiency measures
 - No detailed energy savings calculations required
- Custom path for large buildings
 - Incentives: 20¢ per first-year kWh savings up to 100% of the incremental measure cost
- Additional incentives for design and energy modeling



NEW CONSTRUCTION SHOPS BUILDING

- 40% Below Code
- Geothermal HVAC
- LEED Certified
- Daylight from skylights





CUSTOM RETROFIT PROGRAM

- **For complex conservation projects not covered by our other programs**
- **Up to 70% of project cost**
- **23¢ per kWh saved (first year savings)**
- **Funding available for energy studies up to 50% of cost**



CUSTOM RETROFIT PROGRAM ELIGIBLE MEASURES – EXAMPLES

- **HVAC**
 - Variable Air & Water flow
 - Controls
 - Heating & Cooling
 - Heat recovery
 - Economy cooling
- **Domestic hot water**
 - Variable flow
- **Envelope**
 - Additional Insulation
 - Improved glazing
- **Drive power**
 - Motor systems
 - Drive systems
- **Refrigeration**
 - Compressors
 - Controls
 - Evaporators & condensers
- **Industrial process**
 - Heat recovery
 - Ventilation systems
 - Variable flow
 - Controls



EQUIPMENT REBATE PROGRAM

- **Current list:**

- **Motors (new & efficient rewinds)**
- **Variable speed drives (\$100 per HP)**
- **PC power management software (\$8 per PC)**
- **Kitchen equipment**
- **HVAC equipment: heat pumps and air conditioners**



EFFICIENT MOTORS REBATES





PC POWER MANAGEMENT

- Plug loads are increasing
 - Typical office building 26% of electricity usage
- Most PCs have their energy savings features disabled
- Network PC power management software is available to fix this problem
- Both free and commercial software options are available
 - Features for sending out patches are available (wake on WAN)
- Incentives available: \$8 per work station
 - Cost savings up to \$7.20 per year per PC



KITCHEN EQUIPMENT REBATES





KITCHEN EQUIPMENT

- **Qualifying equipment types and rebate:**
 - **Combination ovens – \$2,000 per unit**
 - **Hot food holding cabinets – up to \$500 per unit**
 - **Steam cookers – \$750 per unit**
 - **Dishwashers – up to \$2,000 per unit**
 - **Ice makers – up to \$600 per unit**
 - **Refrigerators – up to \$200 per unit**
 - **Freezers – up to \$200 per unit**



MECHANICAL EQUIPMENT REBATES





ZERO-INTEREST LOAN

- Are available in five-year terms for energy efficiency improvements
- Are available for up to \$500,000 or 70% of the project
- Cover most energy efficiency project improvements such as lighting, HVAC

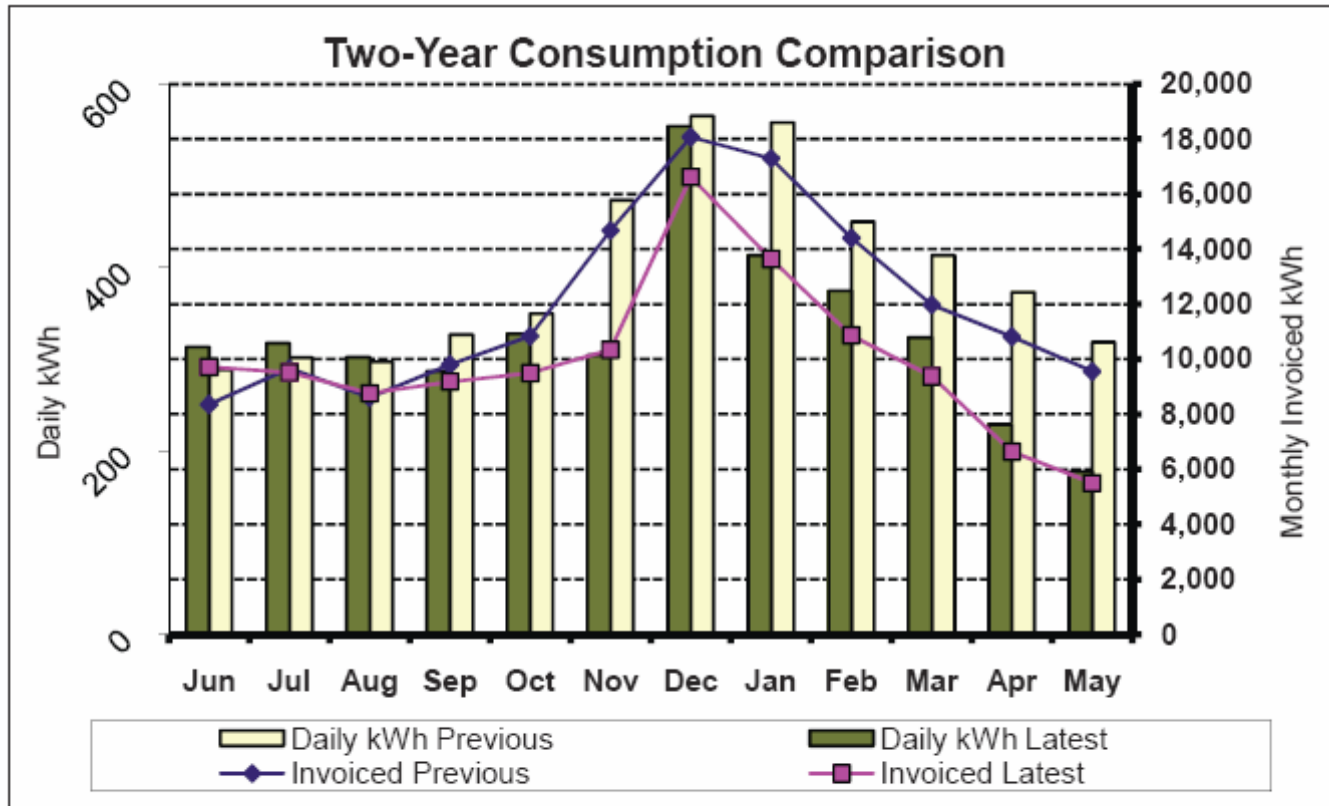




COMPRESSED AIR EFFICIENCY



ENERGY BILL PROFILE



Sample graph showing how one year of energy use compares with the next.