

## Energy Efficiency Alliance

The Energy Efficiency Alliance (EEA) is a collaboration between Pacific Power and local contractors, distributors and vendors.

Advantages to participants include:

- Improved business visibility
- Qualified business leads
- Incentive program training
- Marketing support
- Notifications of program updates
- **New** - Business Solutions Toolkit

If you are not currently participating in the FinAnswer Express program and are interested in joining the EEA, **contact us today:**

**Phone:** 1-866-415-9800

**E-mail:** [energy.expert@pacificcorp.com](mailto:energy.expert@pacificcorp.com)

**Web:** [Inquire online](#)

## Frequently Asked Questions

### Does this equipment qualify for incentives?

Customers and EEA participants often ask questions on what equipment qualifies for incentives. The program's EEA coordinators are available to assist in clarifying incentives and equipment qualification. Incentive eligibility requirements can be found in current versions of state-specific FinAnswer Express brochures, catalogs, and on-line at [pacificpower.net/wattsmart](http://pacificpower.net/wattsmart).

New Construction/ Major Renovation and Retrofits have separate literature for projects. Keep these materials nearby to reference frequently. Equipment will be listed in one of the following categories: Lighting, HVAC equipment and controls, Motors, Building Envelope, Food Service equipment, Appliances, Irrigation, Dairy/Farm equipment, Compressed Air, and Other equipment. Qualification for eligible customers is based upon equipment size and efficiency. Locate the appropriate page in the state-specific literature to compare equipment size and efficiency to the incentive requirements. Equipment that meets or exceeds the listed threshold qualifies. Equipment not listed in the literature does not qualify under the prescriptive program, but it may be eligible for a custom incentive. Remember for custom incentives customers must sign an incentive agreement before signing purchase orders or contracting for installation. If you have further questions about equipment qualification, contact your EEA coordinator for assistance (see bottom of page 2). Energy codes and incentives change occasionally, so be sure your literature is current.

## Business Solutions Toolkit

Pacific Power's free, online Business Solutions Toolkit is a resource your commercial-industrial clients can use to learn about energy efficient options available to them. It is designed to give clients' a custom hands-on approach in generating their own energy efficiency solution for their business. The Toolkit is easy to use and can help you close energy efficiency projects by addressing commercial-industrial clients' energy questions

Resources include:

- an online library reviewing energy issues and efficient technologies
- self-help resources including an online facility energy assessment tool

Access the Toolkit at [pacificpower.net/toolkit](http://pacificpower.net/toolkit)

Remember the Business Solutions Toolkit is for your clients' to use and to give them a better knowledge of energy saving options. The energy efficiency calculators are designed to give clients' an idea of potential energy savings, but these should only be used to gain a rough estimate. EEA participants should always consult with their EEA coordinator on incentive qualification, eligibility requirements, and for project support.

Learn how to use the Business Solutions Toolkit during a free 30 minute Webinar, on **Thursday October 7, 2010** at 10:00 am. Join us to explore how the Toolkit's resources can help your clients learn about saving money and energy. Ask an Expert, Searchable Library and Energy Calculators are among the tools that will be demonstrated.

**What:** Free Webinar on the Business Solutions Toolkit

**When:** Thursday October 7, 2010

**Time:** 10:00 AM (Pacific Daylight Time)

**Duration:** 30 minutes

**Register at:** <https://pacificcorp.webex.com>

## Lighting Technology Spotlight

In 2009, the Federal government adopted mandatory standards to improve the efficiency of linear fluorescent lamps and ballasts. These standards require use of electronic ballasts, in place of magnetic ballasts, for all fluorescent ballasts sold by manufacturers on or after October 1, 2010. In addition, these standards require higher efficacy (lumens per watt) standards for linear fluorescent lamps manufactured on or after July 14, 2012. Essentially, this will eliminate availability of most T12 and 700 series T8 fluorescent lamps for commercial applications.

While this may be great news for energy efficiency efforts, it comes with some challenges for businesses with existing T12 lighting. To help meet these challenges, Pacific Power provides incentives for qualifying lighting upgrades to more efficient technologies.

Why upgrade now?

- Energy efficiency incentives help businesses pay for upgrades that save money on utility bills. Newer T8 and T5 lamps are more efficient and create a higher quality light. In addition, these lamps have less heat output, potentially leading to a reduction in air conditioning cooling loads, saving additional energy.
- Newer T8 and T5 lamps require less maintenance since lamp lifetimes can be as long as 36,000 hours of operation, greatly outlasting older T12 and T8 lamps. This inherently reduces maintenance costs for lamp replacements.

## LED Linear Replacement Lamps

LED linear replacement lamps are entering the lighting market, but are these lamps truly better than existing high efficiency T8 and T5 fluorescent lamps? Testing through the DOE's CALiPER program has shown that, for average efficiency, T8 fluorescents outperform linear LEDs. Linear LED lamps produced 44 lumens per watt (lm/W) on average, with the highest efficacy measured to date at 70 lm/W. In comparison, high efficiency T8 and T5 fluorescent lamps have average efficacies in the range of 90 to 100 lm/W. In addition, fluorescents lamps produce about twice as much light output (lumens) as linear LEDs.

For more information on linear LED replacement lamps, visit the U.S. Department of Energy website of Energy Efficiency & Renewable Energy at [www.eere.energy.gov](http://www.eere.energy.gov).

## Marketing Materials

The California FinAnswer program has an arsenal of marketing materials available for its EEA participants to use during all stages of energy efficiency projects. These materials can help you address commercial-industrial clients' energy questions on the spot, and gives your clients examples of the opportunities achieved through energy efficiency. Check with your EEA coordinator to make sure your materials are up-to-date, since program changes can result in new materials.

View materials on-line at [pacificpower.net/wattsmart](http://pacificpower.net/wattsmart). Use the FinAnswer Express Brochure Request form to order all program marketing materials. Contact your EEA coordinator to request a Brochure Request form.

## Tip of the month

To receive an incentive for qualifying equipment purchased and installed in 2010, complete FinAnswer Express applications must be postmarked on or before January 31, 2011. Please supply your customers with invoices and cut sheets necessary to fully complete FinAnswer Express applications. Encourage customers to submit applications as early as possible to avoid delays receiving their incentives.

### Program Contacts for EEA Participants

**Lighting, HVAC&R, & motors:** Bob Greeley (541) 601-8088  
**Irrigation:** Rick Rumsey (208) 221-5138  
**Compressed Air:** Paul Warila (503) 928-3212  
**Green Motor Rewinds:** Dennis Bowns (503) 922-1743

**Web:** [pacificpower.net/wattsmart](http://pacificpower.net/wattsmart)

### Program Contacts for Customers

**Web:** [Inquire online](#)  
**E-mail:** [energy.expert@pacificcorp.com](mailto:energy.expert@pacificcorp.com)  
**Phone:** 1-800-222-4335