

Energy Efficiency Alliance

2010 Lighting Workshop FinAnswer Express Update Washington

February 17 (Walla Walla)
February 18 (Yakima)



Agenda

- ▶ Welcome – Goals for Today - Introductions
- ▶ “Year in Review”
- ▶ Commercial/Industrial Program Update –
New Incentives!
- ▶ 2010 Support for Lighting & Mechanical
projects
- ▶ Energy Efficiency Alliance Assistance

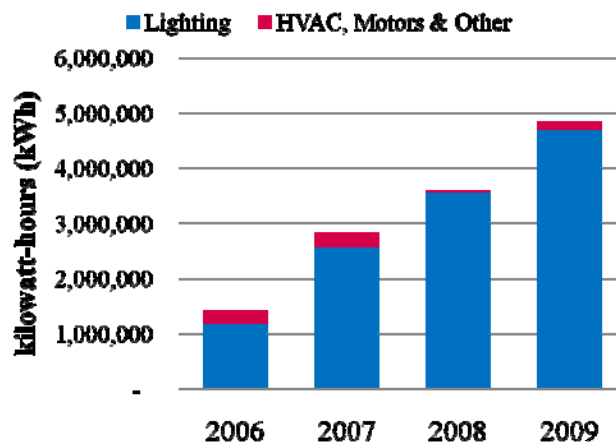
“Year in Review”

- ▶ Growth in new construction projects
 - ▶▶ 12 projects by nine different allies
 - ▶▶ 850,000 kWh with incentives of \$45,000
- ▶ Increased lighting project software use
- ▶ Increased number of Alliance participants, 50 currently, 27 completed projects (18 last year)
- ▶ Number of completed lighting projects very strong 100 projects (up from 68 last year).
Goals for kWh exceeded by 212%!

3



“Year in Review”



4



“Year in Review”

- ▶ 2009 Project statistics – FinAnswer Express Lighting
 - ▶▶ 100 completed projects by 25 different trade allies
 - ▶▶ 5.1 million kWh savings
 - ▶▶ \$390,000 in lighting project incentives
- ▶ Four companies contributed to over 52% of the 5.1 million kWh savings in 2009

5



“Year in Review”

- ▶ Recognition for top performing companies



6



Commercial & Industrial Programs

- ▶ Pacific Power has two programs in Washington to help business customers save money and energy.
 - ▶▶ Energy FinAnswer
 - ▶▶ FinAnswer Express
- ▶ Both programs improved for customers effective October 30, 2009

7



Energy FinAnswer

- ▶ Comprehensive projects – new & retrofit
 - ▶▶ Can include lighting – cap on lighting savings
 - ▶▶ Your lighting projects may be packaged
- ▶ Energy Analysis – study, highest priority
- ▶ Incentive
 - ▶▶ **\$0.15/kWh** + \$50/kW demand reduction
 - ✓ Incentive caps may apply
 - ▶▶ Commissioning required
 - ▶▶ Payable by one-time lump sum check

8



FinAnswer Express

- ▶ Commercial & Industrial customers eligible
- ▶ Program offers incentives for retrofit & new construction – when to apply
 - ✓ Lighting retrofit – sign incentive agreement before signing purchase orders
 - ✓ Lighting new construction – pre-approval recommended by not required
 - ✓ Non-lighting (mechanical) – apply after purchase and installation
 - ✓ Custom incentives (equipment not listed on incentive tables) – sign an incentive agreement before signing purchase orders

9



FinAnswer Express – Retrofit Lighting

- ▶ Eligible equipment & expanded incentives effective October 30, 2009:
 - ▶▶ T8 fluorescent fixtures – standard & “premium”
 - ▶▶ Compact fluorescent lamps (CFL) hard wire fixtures
 - ▶▶ T5 & T5HO fluorescent fixtures
 - ▶▶ High intensity discharge (HID) options
 - ▶▶ Exit signs
 - ▶▶ Lighting controls
 - ▶▶ LED lighting – new guidelines
- ▶ **Incentives up to 60% of total project cost** (not individual measures) for lighting retrofits

10



FinAnswer Express Lighting Process

- ▶ Participation process – *retrofit*:
 - ▶▶ Support provided to approved Alliance participants – applicant review process
 - ▶▶ Retrofit projects start with Letter of Intent and software submittal
 - ▶▶ Incentive agreement before purchase
 - ▶▶ Pre & post installation inspections required
 - ▶▶ Project closeout, review and payment processing

11



FinAnswer Express New Construction Lighting

- ▶ Baseline = code lighting power density
- ▶ Projects must show at least 10% savings over code to be eligible
- ▶ Eligible equipment & incentives:
 - ▶▶ Premium T8 fluorescent fixtures
 - ▶▶ Fluorescent T5 or T5HO fixtures
 - ▶▶ HID – ceramic or pulse start metal halide fixtures
 - ▶▶ Lighting controls
 - ▶▶ LED channel letter signage
- ▶ New construction or major renovation – same process
- ▶ Post purchase paperwork and inspections
 - ▶▶ Pre-approval optional but recommended

12



FinAnswer Express Lighting Process

- ▶ Participation process – *new construction*:
 - ▶▶ William Gatchel on point to support you!
 - ▶▶ Support provided to approved Alliance participants – applicant review process
 - ▶▶ Project process is post – purchase, complete application, confirmation of total project cost and date
 - ▶▶ Post installation inspection required
 - ▶▶ Project closeout, review and payment processing

13



FinAnswer Express HVACR, Motors, Other

- ▶ William Gatchel can support your post-purchase applications:
 - ▶▶ High Efficiency air conditioning, heat pumps, and evaporative cooling
 - ▶▶ Variable frequency drives for HVAC fans & pumps
 - ▶▶ High efficiency chillers
 - ▶▶ Compressed air
 - ▶▶ Food service equipment
 - ▶▶ Plug load occupancy sensors
 - ▶▶ Premium efficiency motors – expanded to include 500 hp
 - ▶▶ Electronically commutated motors (ECM)
 - ▶▶ Dairy & farm equipment retrofits
 - ▶▶ Green Motor Rewinds
 - ▶▶ Building envelope retrofits
- And more!

14



2010 and Beyond



15

 **PACIFIC POWER**
A DIVISION OF PACIFICORP

Energy Efficiency Alliance

- ▶ Goals for 2010 – 3.9 million kWh
- ▶ Field staff to assist with project support
 - ▶▶ Joint calls with trade ally coordinators
 - ▶▶ FinAnswer Express project summary
- ▶ Trade ally lighting training
 - ▶▶ FinAnswer Express lighting software
 - ▶▶ Regional technical training
- ▶ Marketing & communications
- ▶ Energy Efficiency Alliance responsibilities

16

 **PACIFIC POWER**
A DIVISION OF PACIFICORP

Program Marketing



17



Program Marketing

- ▶ Marketing materials include:
 - ▶▶ FinAnswer Express (Retrofit & New Construction)
 - ▶▶ Case studies for lighting and HVAC
 - ▶▶ Energy FinAnswer, Overview Brochures
 - ▶▶ www.pacificpower.net/wattsmart (online inquiry system)
 - ▶▶ Marketing guidelines and approval form
- ▶ Radio advertising
- ▶ Bi-monthly EEA Newsletter
- ▶ Newspaper advertising
- ▶ Pacific Power customer newsletters

18



Program Marketing

- ▶ Collaborative marketing available to EEA participants
- ▶ Marketing guidelines provided in packet
- ▶ EEA participants having one approved & completed project may use:
 - ▶▶ Pre-approved language for marketing materials, websites, business cards, and media
 - ▶▶ If used on a Website, add Weblink to Pacific Power


19



Program Marketing

- ▶ All other requests, use Marketing Review form included in packet.
- ▶ Be as detailed as possible
- ▶ Submit to your Alliance Coordinator
- ▶ Allow at least 10 days for review

20



Print and Online Marketing Material Review Form
Energy Efficiency Alliance participants in Washington and California
Submit this form for Pacific Power's approval of all print and/or online marketing materials. Please allow 10 business days for review and written response.

Energy Efficiency Alliance participant contact information

Business Name: _____

Mailing Address: _____ City: _____ State: _____ Zip Code: _____

Account Name: _____ Contact Employee Number: _____ Contact Job Number: _____ E-Email: _____

Marketing material audience
Explain the target audience, their geographic location, the target technology/efficiency measures and the number of recipients for the proposed marketing materials.

Marketing material distribution
Describe the quantity, timing, and distribution method of the proposed marketing materials. (newspaper, direct-mail, periodical, media-radio, media television, etc.)

Marketing material sample
Please attach a copy of the proposed marketing material for our review. Please allow 10 business days for our review and response.

Send completed forms with attachments to:
 FinAnswer Express EEA Programs - Marketing
 1925 Leslie Road #108
 Richland, WA 99352-2639
 Or email to: wa_huacr@pacifiqpower.net
 Questions? Contact your applicable state and technology Alliance Coordinator: (844) 415-9800

Pacific Power EEA Marketing Guidelines Page 2 of 2 pacifiqpower.net
Rev. 01/10

NW Trade Ally Network

| Pacific Power EEA | NW Trade Ally Network |
|--------------------------------|---------------------------|
| - Participation Agreement | - Participation Agreement |
| - Support for projects | - Connect ally to utility |
| - Incentives for customers | - Awareness of incentives |
| - Energy analysis software | - Website & e-newsletter |
| - Annual training, recognition | - Technical training |

21



NW Trade Ally Network

- ▶ “Hands on Lighting Controls” Training – March 3 in Kennewick & March 9 in Spokane
- ▶ www.northwest-lighting.org



Commercial & Industrial Lighting Hands on Lighting Controls Workshop For contractors & distributors

The Pacific Northwest is preparing for a significant increase in the volume of energy efficiency activities over the next few years. Utilities, energy efficiency organizations and industry insurers and suppliers will be working together to increase the number of completed energy efficient lighting projects.

This unique lighting controls workshop will provide:

- Features & benefits of current technologies by Doug Oppedal with Northwest Trade Ally Network;
- Selection criteria and financial benefits for effective operations to meet customer needs;
- Utility incentives and support to complete installations;
- Update on LED/solid state technology by Eric Strandberg with the Lighting Design Lab.

Free “theory” breakfast and refreshments provided

| | | |
|---------------|--------|------|
| NAME: | | |
| COMPANY NAME: | | |
| ADDRESS: | | |
| CITY: | STATE: | ZIP: |
| EMAIL: | | |
| PHONE: | FAX: | |



22

Sponsored by Bonneville Power Administration with support from Northwest utilities and energy efficiency organizations.

Northwest Trade Ally Network
Commercial & Industrial Lighting

**WEDNESDAY
MARCH 11, 2009
7:30 – 11:00 a.m.**

**Benton PUD
Auditorium**

2721 W. 10th Avenue
Kennewick, Washington

**QUESTIONS?
CALL TOLL FREE
1-888-205-5756**



Please complete and submit this form if you plan to attend.

Fax: (509) 838-4674
Attention: Owen Lusk
owen_lusk@northwest-lighting.org

Northwest Trade Ally Network
14545 SW Murray Street, Suite 110, P.O. Box 1113,
Beaverton, OR 97007-2237
www.northwest-lighting.org



• RSVP by March 6, 2009 •
State of Washington Approved
Continuing Education Unit (CEU)
credit available

| EFFICIENCY MEASURE | DESCRIPTION | EFFICIENCY TYPE AFUE: Annual Fuel Utilization Efficiency MEF: Modified Energy Factor EF: Energy Factor | UNIT INCENTIVE |
|-------------------------------------|--|---|------------------|
| HVAC | | | |
| Warm Air Furnaces | High Efficiency Condensing Furnace | Min. 91% AFUE | \$3 per kBtuh |
| HVAC Unit Heater | High Efficiency with Electronic Ignition | Min. 86% AFUE | \$1.50 per kBtuh |
| Radiant Heaters | Direct Fired Radiant Heating | None | \$6.50 per kBtuh |
| Boilers | High Efficiency Condensing Boiler | Min. 90% AFUE & 500 MBH input | \$4.00 per kBtuh |
| Boiler Vent Damper | Boiler Vent Damper | Min. 1,000 MBH input | \$1,000 |
| Boiler Steam Trap | Pipes < 2", min 25psig design pressure | Min. 300 Btuh input; pressure 7psig or > | \$80 |
| WATER HEATING | | | |
| Domestic Tankless/Instantaneous HWH | with Standing Pilot | Min. 70.8% EF | \$30 per GPM |
| Domestic Tankless/Instantaneous HWH | with Electronic Ignition | Min. 73.8% EF | \$40 per GPM |
| Domestic Hot Water Tanks | with Condensing Tank | Min. 91% AFUE / 91% Thermal Efficiency | \$2.50 per kBtuh |
| Commercial Clothes Washer | with gas-heated water supply | 1.8 MEF | \$180 |


23


Standard Conservation Measures – Foodservice Equipment

| EFFICIENCY MEASURE | DESCRIPTION | EFFICIENCY TYPE | UNIT INCENTIVE |
|------------------------|---|-----------------|----------------|
| ENERGY STAR Gas Fryers | ENERGY STAR | None | \$600 |
| Gas Convection Ovens | Full-sized Oven (6 cubic feet or greater interior oven space) | None | \$600 |
| Gas Griddles | High Efficiency Infrared Gas Griddle | None | \$500 |


24


Standard Conservation Measures - Insulation

| ZONE | EFFICIENCY MEASURE | DESCRIPTION | R VALUE | UNIT INCENTIVE |
|---|--------------------|-------------|------------|----------------|
| Tier 1: Minimum insulation required to qualify for an incentive | | | | |
| Tier 2: Added incentive for higher level of insulation | | | | |
| ATTIC INSULATION | | | | |
| 1 | Insulation | Attic | Min. R-30 | \$0.50 per SF |
| 2 | Insulation | Attic | Min. R -45 | \$0.60 per SF |
| ROOF INSULATION | | | | |
| 1 | Insulation | Roof | Min. R-21 | \$0.60 per SF |
| 2 | Insulation | Roof | Min. R-30 | \$0.80 per SF |
| WALL INSULATION | | | | |
| 1 | Insulation | Wall | Min. R-11 | \$0.30 per SF |
| 2 | Insulation | Wall | Min. R-19 | \$0.40 per SF |

Please note: Insulation incentives are offered when there is either no existing insulation in a space or existing insulation is zero R value, due to damage / age / condition of the insulation material.



25



Pacific Power Energy Efficiency Alliance

► www.pacificpower.net/wasave

| | |
|---|---|
| <p>Lori Sanders Lighting Alliance Coordinator (Yakima) phone: (509) 727-0394 fax: (509) 783-7553 loris1988@verizon.net</p> | <p>William Gatchel Lighting Alliance (Walla Walla), New Construction Lighting, and Non-lighting Alliance Coordinator phone: (541) 377-7943 fax: (541) 376-8446 wgatchel@charter.net</p> |
| <p>Roger Spring Multi-State Alliance Manager phone: (503) 590-0330</p> | <p>Gary Merrill Multi-State EEA Program Manager phone: (801) 464-2248</p> |

26



Pacific Power Energy Efficiency Alliance

▶ What next?

- ▶▶ Target current and past business customers
- ▶▶ Use Pacific Power collateral as an opener
- ▶▶ Free walkthrough – energy efficiency assessment
- ▶▶ Network with other energy related companies
- ▶▶ Continue to learn – participate in training sessions
- ▶▶ Meet with your alliance coordinator – conduct joint calls with customers

27



Energy Efficiency Alliance

Questions?

FinAnswer Express Lighting Software Review
following this session

28

