



Creating the new energy economy



Leveraging Energy Savings Through Collaboration

Aimée Brown
January 29, 2009

Agenda^{p1}

PECI

Challenges

Collaboration

Benefits

Example Programs

Results

Considerations

Summary



Slide 2

p1

This seems out of place/order to me don't you want this at the beginning since the first slides cover PECI????
PECI, 1/8/2009

Who Is PECCI

We are deeply committed to facing the compelling challenges of sustainability. We strive to gain widespread efficiency practices that embrace careful resource and energy management. By pushing the boundaries on many fronts – technological, economic, educational, behavioral – we influence thought and motivate society toward change.



Delivering Energy Savings that Work



Residential Programs
Lighting & Appliances
Heating & Cooling
New & Existing Homes
Multifamily Homes



Commercial Retail Programs
Grocery
Supermarket
Convenience Stores
HVAC Tune-Up



Large Commercial & Commissioning Programs
Cx & RCx Projects
RCx/Retrofits
Boiler Tune-Ups
Incentive Programs
NCBC
Training & Outreach
Tools & Guides



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Challenges

Limited focus
Limited resources
“Rebate Overload”
Cost effective
constraints



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Slide 5

p2

This image doesn't track for me. An image of all the available rebates and forms okay but linemen??? I don't get how the image supports the text.

PECI, 1/8/2009

Consider collaborating

Partnering – Marketing a single brand

Optimal leveraging of all opportunities

Increased savings in region

Shared costs

Increased marketing

Enhanced credibility

Maximized manufacturer and retail relationships



Collaboration

Everyone benefits!

Utilities

Consumers

Retailers

Manufacturers



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Utilities

- Leverage common platform
- Joint marketing
- Shared costs
- Access hard to reach markets



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Consumers



Avoid “rebate overload”

Rebate opportunities in rural markets

Enhanced environmental education



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Retailers & Manufacturers

Single set of rebate forms and materials

Single point of contact

Increased demand for qualified models

Co-branding opportunities



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Example Programs

WashWise

Clothes washer rebate program

34 participating electric and water utilities

Bonneville Power Administration

Specialty CFL bulb program

43 participating electric utilities



WashWise Results

22% increase in redemptions

13% increase in kWh savings

6% increase in water savings

City of Renton

- 145% increase in clothes washer sales
- 112% increase in kWh and water savings

The advertisement features the 'WASHWISE' logo in blue and green. To the right, it says 'Clothes Washer Rebates up to \$100' with a large '\$100' in white on a green background. Below this is a photograph of a clothes washer's open door with several US dollar bills (including \$20 and \$100 bills) falling out. At the bottom, a blue banner reads 'Get Loads of Savings' in yellow and white. Below the banner is a small paragraph of text: 'Save water, energy and money on your utility bills! That's the goal of the WashWise 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.' At the very bottom, there is a row of logos for participating utilities: Puget Sound Energy, Seattle City Light, PUD, T, Cascade Water Utilities, Saving Water Partnership, BONNEY Fish, and T.



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BPA Results

38% increase in bulb sales
80% increase in kWh savings
Rural markets

City of Ashland

- 165% increase in bulb sales
- 143% increase in kWh savings

The poster features the 'Change a Light' logo at the top left, with the tagline 'Change the world' and a small Energy Star logo. The background is a soft-focus image of a young tree. A dark green rounded rectangle contains the text 'SPECIAL PRICING on discounted specialty CFL bulbs'. Below this, five categories of bulbs are listed, each with a small circular image of the bulb: 3-WAY TWISTS, INDOOR & OUTDOOR REFLECTOR (FLOOD) BULBS, CANDLE BULBS, GLOBES, and A-LAMPS. At the bottom, logos for Appalachian Power, SLB, EWEB, and ESD are displayed, along with the website changealightrw.com.



Program Design Considerations

Increased start-up time

Require systems and resources

Customer service is key

Multiple utility mandates

All partners must be engaged and committed

Gets easier the longer you do them



Summary

Collaboration = Everyone Benefits

Joint marketing

Shared costs

Greater program reach

Increased savings

Single Brand

Clarity and continuity for consumers



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Questions?

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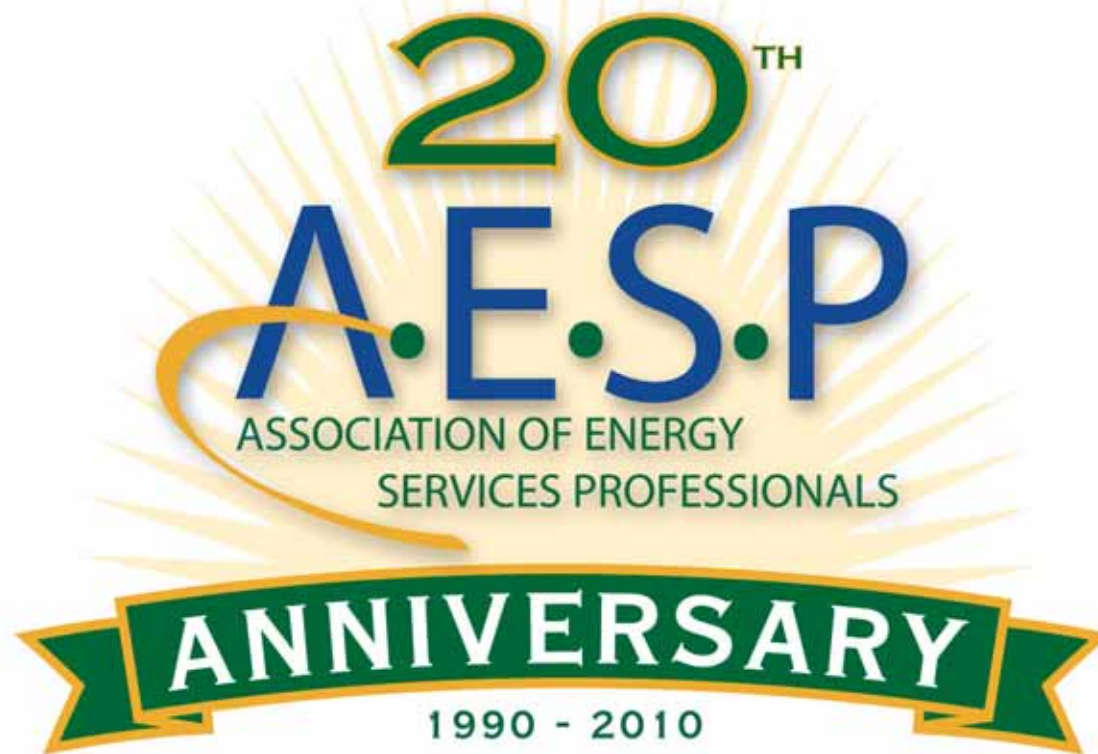
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