



Idaho Falls Power

Marketing Energy Service Programs



WHY?

- ✘ Need to Increase Energy Savings
 - + Base-load Resources, Market Purchases, CRC Targets
- ✘ Increase awareness and customer participation
- ✘ Clearly identify “our” programs
- ✘ Recognize and reward customers for participating

GOALS

- ✘ Encourage every customer to pitch in and do what they can to be energy efficient
- ✘ Utility and City to be the leader in energy efficiency in Idaho

LOGO & NAME

- ✘ Brainstorming Process
- ✘ What's Already Taken
- ✘ Proper Utilization of Branding
- ✘ Goldstreet Design

LOGO & NAME



Switch *to Energy Efficiency!*

BROCHURES

The benefits for your business go beyond monthly energy cost savings:

- Increased worker productivity
- Improved lighting quality resulting in a more customer-friendly shopping experience
- Decreased air conditioning costs resulting from less excess heat produced by old lighting systems
- Reduced environmental impact through decreased energy usage, resulting in less utility emissions and air pollution
- Rebates may pay for up to half of the cost of your lighting upgrade

Your savings and benefits will vary depending on the type of energy efficient replacement lamps and ballast that you choose.

For help in determining what is best for your business, please contact us and we will be happy to assist you. You can also visit the following websites for more general information or tips on energy efficient lighting:

www.energystar.gov
www.eere.energy.gov

Your rebate is waiting! Let us help you pay for your money-saving, energy efficient efforts!

Would you like to save money for your business and become more energy efficient?

Switch your thinking.

Have questions? Need more information? Want to get started?

Come visit us at our new Energy Center located at 140 South Capital Avenue or contact Doug McGiffin at 206.612.8143 today to find out if you can start saving money and energy!

Find out how to do both and take advantage of the rebate program from Idaho Falls Power!

Idaho Falls Power

Why use energy efficient lighting for my business?

Save money

- Energy efficient lamps and ballasts use 30-75% less energy than older models resulting in lowered energy costs

Invest in improvements for your business and use rebates to pay for those changes

- New energy efficient lamps offer reduced glare for improved vision and provides better color rendition so that your environment and products look more natural
- Fixtures are quieter and most of the distracting lamp flicker can be eliminated
- Rebates can pay for up to half of your improvement costs

Increase light output

- The new High Performance fluorescent lighting systems produce more lumens for less power
- Smarter controls such as occupancy sensors allow for energy to be used only when needed

Here's how a couple of local businesses are enjoying greater energy efficiency and savings on their electric bill:

Dillard's Department Store

This was a simple conversion of the existing fixtures from older lamps to new energy efficient lamps with electronic ballasts. The most significant impact was not in the lighting levels but in the energy bills. Annual energy use was reduced 50 percent!

Total Cost of Improvements.....	\$84,575.00
Rebate Received.....	\$48,180.13
Annual Energy Bill Savings.....	\$31,797.90

BMC West

Here is a great example of customer and business owner benefits. Existing store lighting was completely replaced by energy efficient fixtures and lamps with occupancy sensors for a total annual energy savings of 81,537 kilowatt hours!

Total Cost of Improvements.....	\$17,841.00
Rebate Received.....	\$6,101.38
Annual Energy Bill Savings.....	\$4,919.72

Switch your thinking.

VEHICLES



BILLBOARDS



PRINT ADVERTISING

We Switched
our thinking to energy efficiency!



Tom Broetje, Mary Beth Broetje and Sam Perkins from Broetje Orchards under their new lighting.

Business:
Broetje Orchards

Cost of Improvements:
\$4,653.00

Rebate Received:
\$2,324.34

Annual Energy Bill Savings:
\$2,067.98

New Thinking:
"I can't believe the difference in our store appearance and our savings!"
Tom Broetje, Broetje Orchards

We're Now Saving
23,087 Kilowatt Hours
Every Year!

Switch
your thinking.

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Thank You!
For Switching
your thinking to energy efficiency!

Business:
BMC West

Annual Savings:
81,327 Kilowatt Hours

Business:
Harman's Lumber Company

Annual Savings:
27,876 Kilowatt Hours

Business:
Jacobson Life and Home Insurance

Annual Savings:
3,025 Kilowatt Hours

Business:
Ned and Thomas Nursery Supplies

Annual Savings:
102,564 Kilowatt Hours

Business:
Betty Jo's Restaurant and Lounge

Annual Savings:
6,987 Kilowatt Hours

Business:
KC Turnbulls Riding Stable

Annual Savings:
8,987 Kilowatt Hours

Business:
Bart's Thriftway

Annual Savings:
165,245 Kilowatt Hours

Together, We're
Saving 1,567,819
Kilowatt Hours
Every Year!

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your thinking.

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PLAQUES



STOREFRONT



CUSTOMER RECOGNITION

- ✘ Mayor's Challenge
 - + Press Conference
- ✘ Award Plaques & Window Sticker
- ✘ Newspaper & Radio Ads
 - + Individual / Group
- ✘ Mayor's State of City Presentation
 - + Recognize top performers



Idaho National Laboratory

Presented to

In Appreciation for your
Participation in IFP's Switch Program.
Your Efforts Resulted in Saving 20,000
KWH. Enough to Power 1500 Homes.

2008



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