

NW Regional Public Utility Behavior Based Energy Efficiency Programs Conference Call

June 23, 2011

Facilitated by Summer Goodwin, BPA and Skip
Schick, contractor to BPA



Manage, then Measure: The PUD Energy Challenge

Laura McCrae :: Snohomish County PUD



Choosing an Approach

- Late 2008 – Early 2009 Situation:
 - In midst of SAP implementation
 - Behavior Change still new in the EE world
 - Successful residential EE programs and campaign
- Wants:
 - Inclusive of all customers
 - Approachable
 - Adaptable and scalable
 - Easily implementable

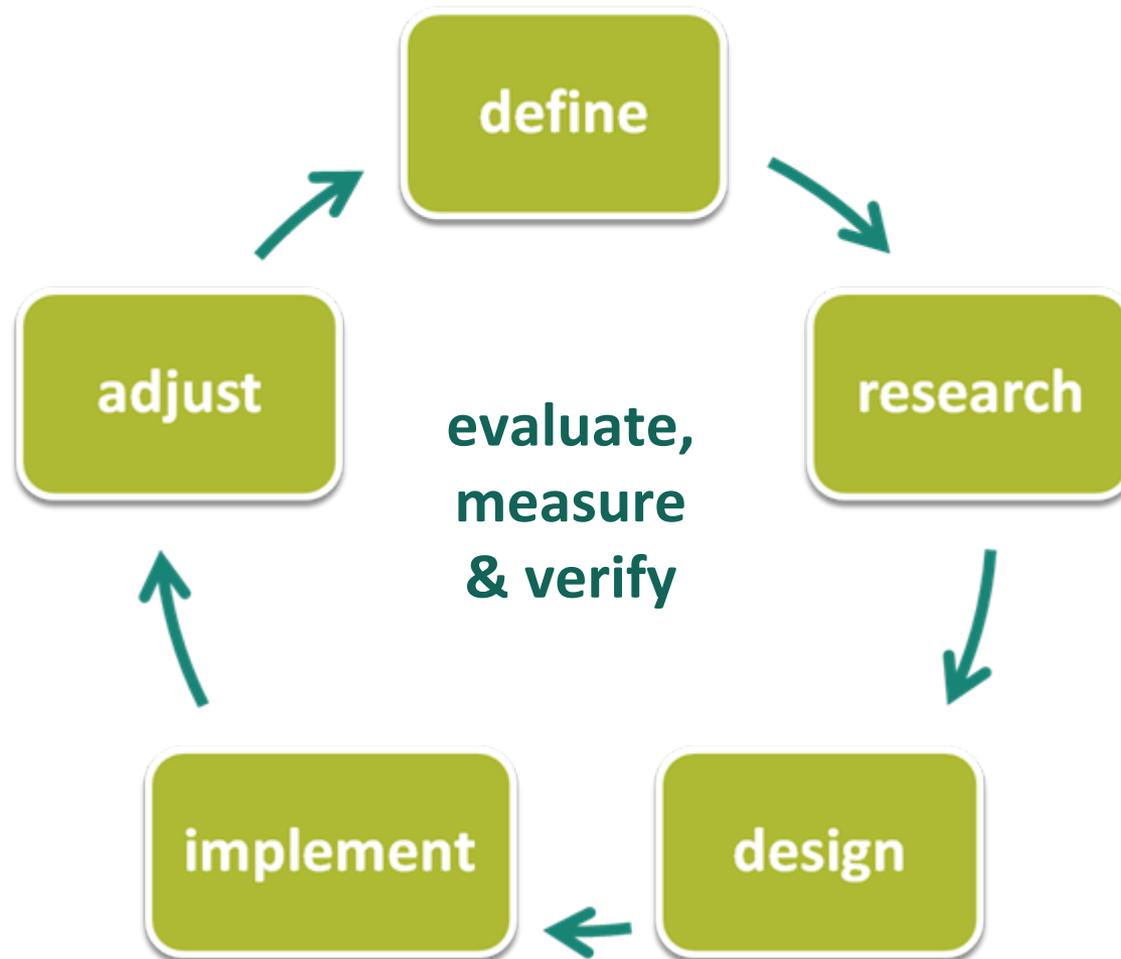


The PUD 10% Energy Challenge

- Community wide invitation to voluntarily reduce use by 10%
- Ongoing, two-way dialog with customers about their energy use to:
 - stimulate interest in energy efficiency;
 - move customers from concern to action;
 - influence behavior change and utility program participation.

Join the
PUD
energy
CHALLENGE

Adaptive Management Model

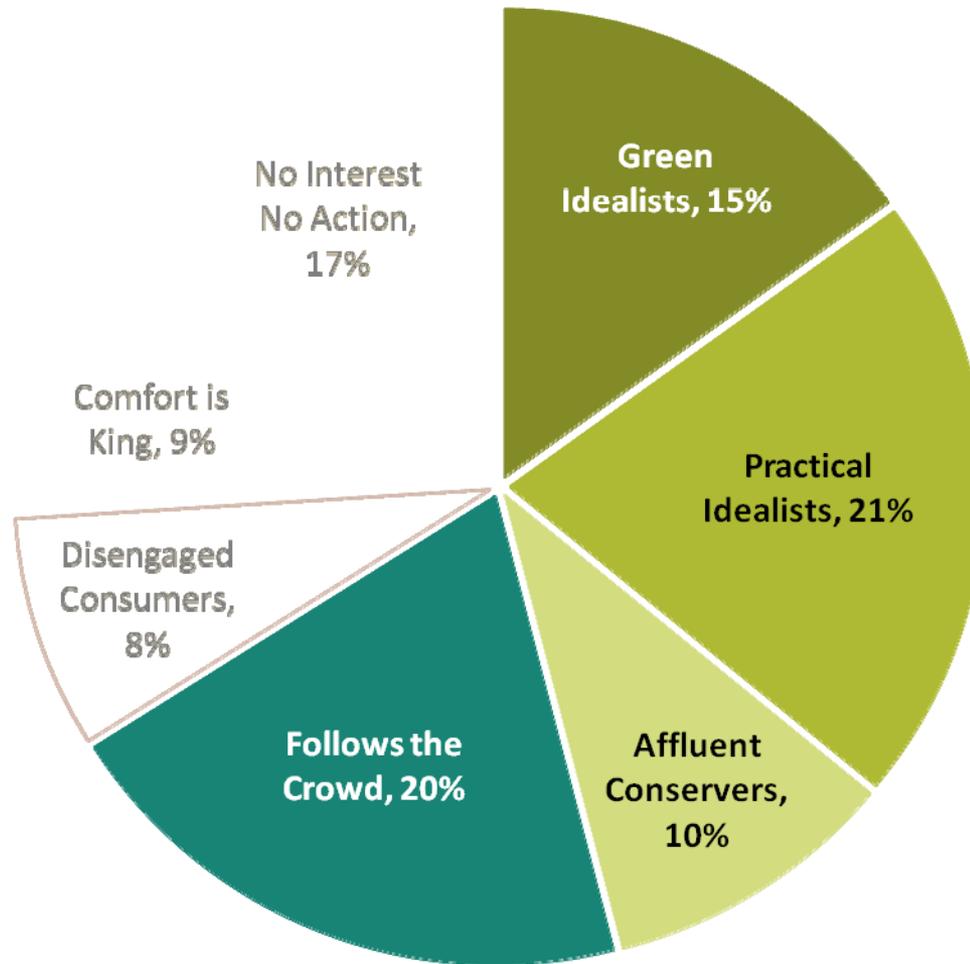


How Are We Measuring Success?

- Awareness
- Participation
- Engagement
- Customer Satisfaction
- Energy Savings

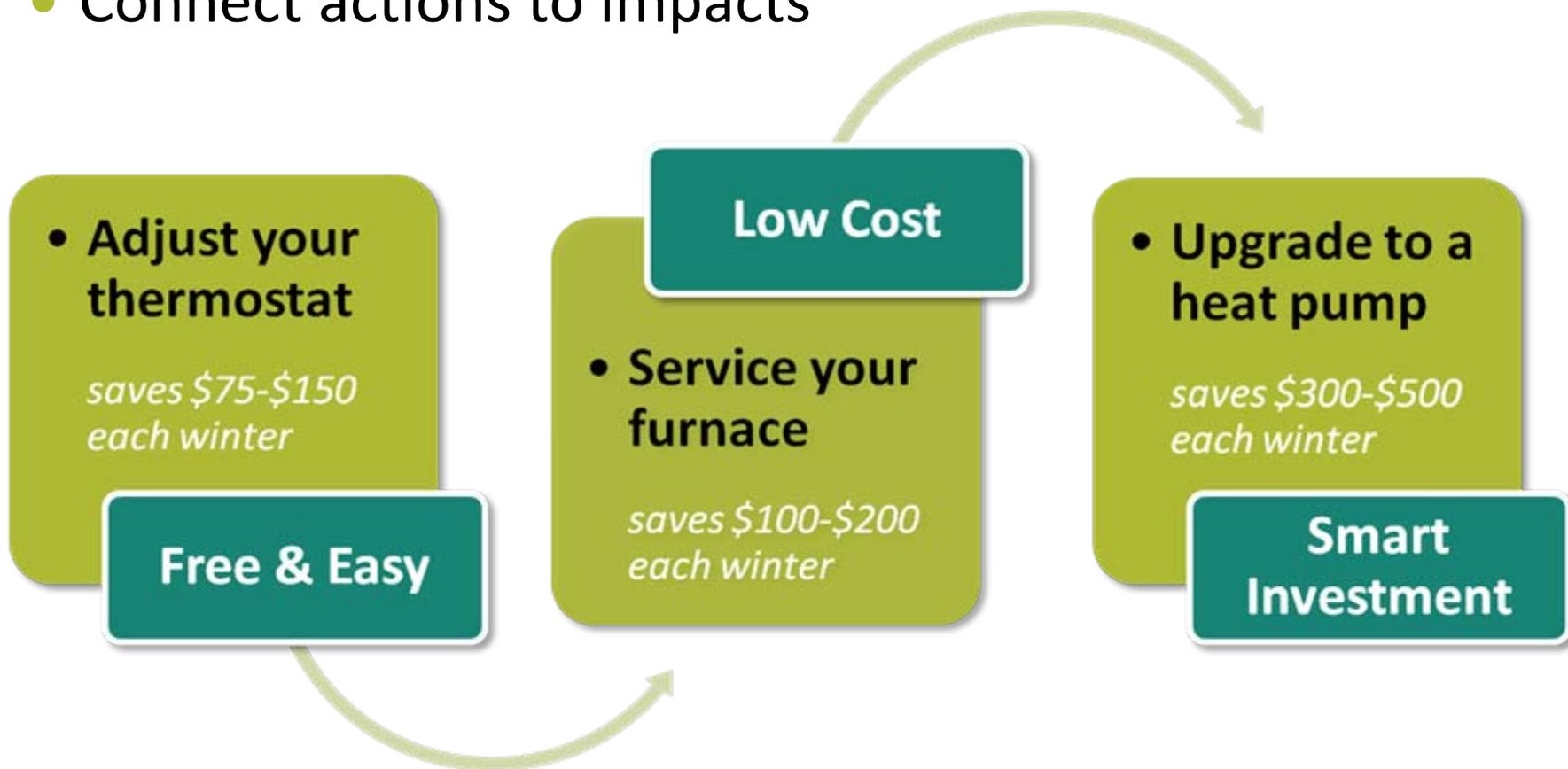


Residential Target Market

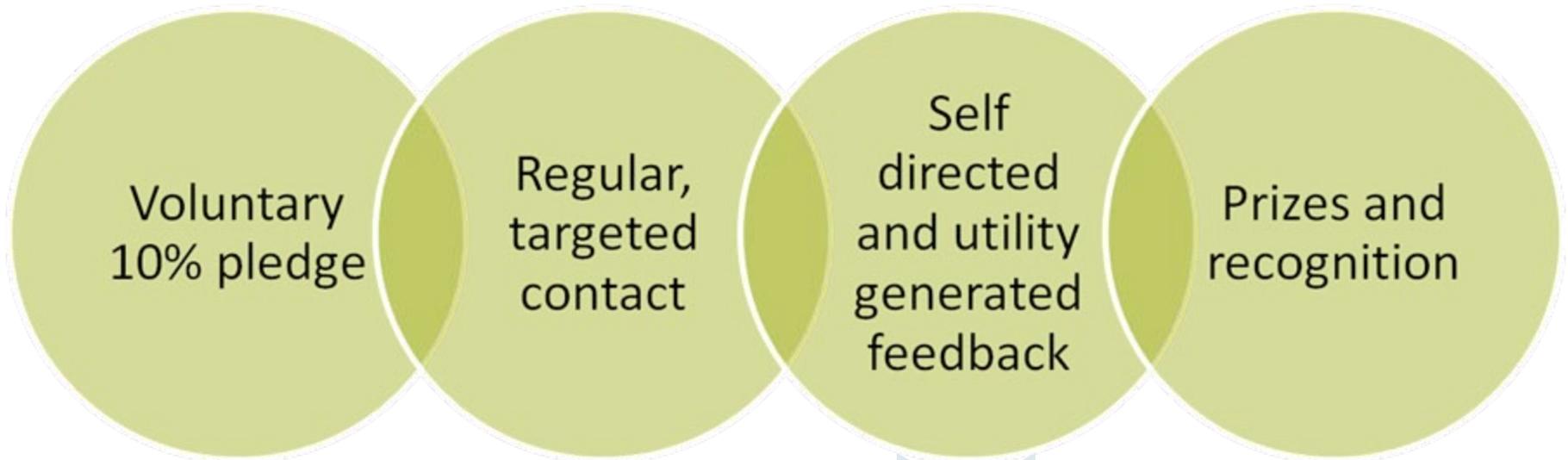


Making it Approachable

- Start with simple actions for early success
- Connect actions to impacts



Residential Customer Experience



Your Average Use Per Day	
Last Year	This Year
52 KWH	40 KWH

Residential Reports

- Mailed semi-annually starting this month



save energy. save money. save 10%

Dear Gabriel,

Thank you for joining the PUD Energy Challenge! You are one of 3,300 residential customers that have joined the PUD Energy Challenge and pledged to reduce their electricity use by 10%. If every home meets the goal, we'll save 4,950,000 kWh each year, enough to power almost 400 homes!

As an Energy Challenge participant, you are receiving this report to help you track your progress towards your 10% savings goal and give you insight into your electric use. In future we plan to provide these reports to you twice each year.

Compared to 2009, you reduced your energy use by 8.4% in 2010.

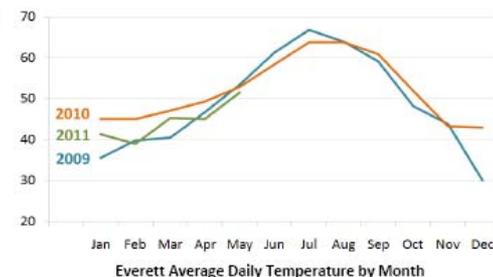
The chart below shows your energy consumption in kilowatt-hours (kWh) per day for each billing period and the change in your consumption from year to year. It is the same information that appears on your bi-monthly PUD bill.

	2009 kWh/day		2010 kWh/day	Change		2011 kWh/day	Change
11/7/08 - 1/13/09	27.4	11/13/09 - 1/13/10	23.3	↓ 15%	11/10/10 - 1/11/11	19.9	↓ 15%
1/14 - 3/16/09	21.4	1/14 - 3/15/10	17.8	↓ 17%	1/12 - 3/14/11	19.3	+ 8%
3/17 - 5/13/09	18.0	3/16 - 5/12/10	18.7	+ 4%	3/15 - 5/11/2011	18.1	↓ 3%
5/14 - 7/15/09	15.0	5/13 - 7/13/10	15.8	+ 5%			
7/16 - 9/11/09	16.0	7/14 - 9/10/10	15.9	↓ 1%			
9/12 - 11/12/09	18.1	9/11 - 11/9/10	15.5	↓ 14%			
2009 Full Year	19.5	2010 Full Year	17.9	↓ 8%	2011 Full Year		

A kWh is a basic measurement of electrical energy use and is equal to the electricity used by a 100-watt bulb on for 10 hours. We measure changes with kWh per day instead of total kWh because billing periods can vary in length from year to year.

Wondering what contributed to your results? In addition to your efforts to use less energy, many other factors influence electric consumption, including the number of people living in your home, new appliances or new electronics. Weather can also be an important factor in how much energy your lighting, heating and cooling systems use. The graph below shows temperature data for each year - it may be useful as you evaluate changes in your energy use.

Learn more about your home's energy with our online Energy Advisor at www.snopud.com/energyadvisor. Or, round up four or more like-minded friends or family and get a FREE Home Energy Assessment through our Community Power! program. Available for a limited time to qualifying groups of 5 or more PUD customers applying together, your assessment will include a report of energy-saving recommendations unique to your home. Get all the details at www.snopud.com/cpassessment.



Thank you for being a Conservation Sensation!

Cathy Anderson
Energy Challenge Program Manager
(425) 783-1798 :: challenge@snopud.com



Residential Participation (June 2011)

- 3,500 residential pledges
- 4,375,000 kWh potential savings
- Representative of our customer base

Home Type	
Single Family	75%
Condo / Townhome	8%
Mobile / Manufacture	5%
Apartment	8%
Duplex / Triplex	3%
Other (houseboat, RV, etc)	1%

Heating Fuel	
Space - Electric	51%
Space - Natural Gas	37%
Space - Other	12%

Water - Electric	56%
Water - Natural Gas	40%
Water - Other	4%

Residential M&V Plans

- Based on Northwest regional protocols
- Evaluation of 2009 vs. 2008 (Jul-Dec)
 - 50% of participants reduced their consumption
 - Non-weather adjusted, using average kWh/day
 - Overall, ~1% decrease in gross consumption, compared to ~0.5% increase in control group consumption
- 2010 Evaluation underway now
 - Reviewing individual participant changes
 - Reviewing program as a whole:
 - Tracking participants in 3 groups
 - Comparing to control groups

Business Target Market

- Key accounts
- Segments with high conservation potential
- Green-aware businesses
- Community-linked organizations



Business Quarterly Reporting



Snohomish PUD Commercial & Industrial Energy Efficiency Services
PUD Energy Challenge :: Quarterly Progress Report

Customer

Facility Address
 Everett

Account: 123456789

Meters: 123456
 Square Feet: 500,000

In the past quarter your

power use decreased by

6.4%

enough electricity to power

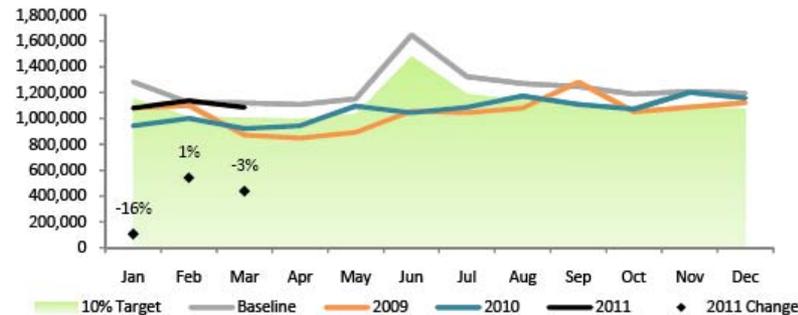
18.4 homes

CO2 emissions decreased by

32 tons

As compared to your Baseline (2006-2008 average consumption).

Total kWh Used, by Meter Read Month



Change in kWh Use, by Quarter*



	Baseline YTD ('06-'08 Avg)	10% Target YTD	2010 YTD	2011 YTD	Change**	
Total kWh/year***	3,530,400	3,177,360	2,865,600	3,304,800	-225,600	-6.4%
Avg. Monthly Demand	6,627	5,964	5,053	6,060	-567	-8.6%
Avg. kWh / ft ²	7.06	6.35	5.73	6.61	0	-18.8%

	Baseline YTD ('06-'08 Avg)	2010 YTD	2011 YTD	Change**	
Energy Costs	\$204,166	\$177,696	\$211,911	+ \$7,744	+ 3.8%
Demand & Power Factor Costs	\$21,757	\$17,561	\$22,002	+ \$245	+ 1.1%
Estimated City Taxes	\$10,167	\$8,787	\$10,526	+ \$360	+ 3.5%
Total Costs	\$236,089	\$204,043	\$244,439	+ \$8,349	+ 3.5%
Avg \$ / ft ²	\$0.47	\$0.41	\$0.49	+ \$0	

* As compared to Baseline

** Last 12 months compared to Baseline

*** Includes all meters noted above

Business Participation :: 130 locations

FLUKE



Business 10% Achievers

Business	2010 Change
Snohomish PUD	10%
Philips Healthcare	17%
Alderwood Business Center (KM)	15%
Creekview Building (KM)	34%
Intermec	30%
Highland Elementary School (LSSD)	19%
QFC Claremont Village	16%
QFC Mountlake Terrace	15%
Stockpot	11%
Lake Stevens School District	27%

Together we saved **10 million kWh**

Program Timeline

- Nov-Dec 2008 Program Idea
- Jan 2009 Program Research & Plan
- Feb 2009 Residential Focus Groups
- Mar 2009 Management Presentation
- Apr 2009 Executive & Commission Pres
- May 2009 Launch & Manage
- Oct 2009 First reports to C&I customers
- Jan 2010 First reports to residential customers
- Mar-Apr 2010 First mini residential evaluation
- Fall 2010 Internal CSR Team Challenge
- Jan 2011 Snohomish County Employee Challenge
- Jan 2011 PUD Achieves its 10% goal
- Currently Second mini residential evaluation
Second reports to residential customers

Contact Info

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Next Call

July 21, 2011 2-3 PM

**Lars Erickson, Seattle City Light
Home Energy Reports program**

For more information contact

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All notes are posted to the BPA Behavior change page

Check out the BBEE group on Conduit

