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BPA, utilities, interest groups form conservation alliance

Bonneville Power Administration

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For more information on BPA, visit our website at: <http://www.bpa.gov>

SEATTLE — Deregulation hasn't changed everything. Thanks to a new Northwest alliance, energy conservation continues despite market forces that could drive conservation to the back burner.

The Bonneville Power Administration, Northwest utilities and public interest groups today formed the Northwest Energy Efficiency Alliance, which is expected to transform the market to move low-cost, energy-efficient products and services into the homes of Northwest ratepayers. The goal of the alliance is to accomplish this in ways that cost less and focus on results.

“This alliance is a strong indicator that the utilities, public interest groups and BPA share a common vision of the importance of conservation as a public good,” said BPA Deputy Administrator Jack Robertson. “BPA has enjoyed a robust 17-year history of supporting regional conservation. And we intend to continue to support conservation using tools that make sense in today’s market.”

Funding will come from BPA and other utilities, roughly in proportion to the power they sell to Northwest consumers. Together, alliance members have committed up to \$13 million in 1997, and \$26 million in 1998 and 1999. BPA will invest up to \$22.5 million on behalf of itself and its customers.

The alliance will also pursue a wide range of actions in the market, designed to bring about lasting structural and behavioral changes in how energy is used. These could include demonstration projects; incentives or promotions with manufacturers, distributors, retailers or consumers; and information and technical assistance.

Northwest utilities have a remarkably successful history in market transformation, particularly in changing energy-efficient commercial and residential construction practices and the efficiency of residential appliances. Market transformation efforts underway, in which BPA and other members of the alliance participate, include initiatives for compact fluorescent bulbs, efficient clothes washers and premium efficiency motors. In addition, Northwest home buyers and remodelers have some of the most cost-effective, energy-efficient window systems in the country, largely as a result of market transformation efforts.

“The future of energy-efficiency efforts continues to be a matter of controversy and debate among

utilities, public interest groups and others in the electric industry,” says Robertson. “But one thing is clear, there is wide-spread agreement that the success we’ve had as a region in market transformation should continue. Building on those successes is a priority for BPA.”

The alliance is a collaborative enterprise of Northwest investor-owned utilities, BPA and its public utility and direct-service industry customers, the Northwest Conservation Act Coalition, the Northwest Energy Efficiency Council and the four Northwest states. # # #

The members of the Northwest Energy Efficiency Alliance are:

- *Investor-owned utilities*
 - PacificCorp
 - Puget Sound Power and Light
 - Portland General Electric
 - Idaho Power
 - Montana Power
 - Washington Water Power
- *Public Utilities*
 - Eugene Water and Electric Board
 - Flathead Electric Cooperative, Inc.
 - Kootenai Electric Cooperative, Inc.
 - Seattle City Light
 - Tacoma Public Utilities
- *Four Northwest States*
- *Northwest Conservation Act Coalition*
- *Northwest Energy Efficiency Council*
- *Bonneville Power Administration*

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For more on the Alliance's first meeting, visit [the Con.WEB site](#)
