Agenda

- Sprinkler packages
- New marketing collateral
- Variable Frequency Drive calculators
- Guidance for Hemp Producers
- Demand Response at RTF
Sprinkler Packages

- New measures
  - LESA/LEPA/MDI Upgrade and Sprinkler Package
  - MESA Upgrade and Sprinkler Package
  - High Pressure Sprinkler Package
- All components required for sprinkler package measures
- Irrigation Measure Tool Walk-through
- BPA team available to help!
New Collateral Discussion

• Full Portfolio Brochure
• Target Market Pieces
  – Irrigators
  – Dairies
  – Wineries
  – VFD vendors

• Cross-Sector Promotion
  – Livestock waterers
  – Thermostatic Pump House Controls
Marketing Pieces Online

• Customizable on the Marketing Portal
• Agricultural Marketing Toolkit page
• Let us know!
  – Other target markets
  – Interest in bill stuffers
  – You have images or case studies

CONTACT Your Favorite Utility TO GET STARTED.
VFD Calculator Feedback

• On Ag Sector Page [here](#)
• BPA team available to help!
• Question:
  – Do you have VFD measures in the pipeline for FY20?
  – How has the simplified process worked?
Guidance for Hemp Producers

• Recent legislation has legalized production
• The legal treatment of EE measures is in review
• Until otherwise noticed, treat hemp as marijuana
  – Can be reported as self-funded EE
  – Not eligible for EEI
  – BPA cannot provide resources for project development or implementation support
Demand Response in Irrigation

- DR Analysis: Irrigation Pump Controls Maximum Technical Potential
- On the RTF agenda today 1:30 pm
- Agenda and meeting info posted online
Don’t forget!

• Share your images and case studies
• Consider calling in to RTF meeting
• Contact us for bill stuffers
• Provide feedback on irrigation measure tool

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