



Relaunching the Trade Ally Network Northwest

The Trade Ally Network Northwest (TANNW) is ready to help you meet your goals for energy conservation in the Commercial sector. Your assigned field specialist will work with you to identify and implement energy conservation projects, focusing on nonresidential lighting and other Unit Energy Savings (UES) measures.

Who is my field specialist?

You can find your assigned field specialist [here](#).

When will account planning begin?

Field specialists will work with utilities to develop program plans starting in November 2026. These plans will outline utility-preferred support services, areas of focus, and communication protocols.

Participation is optional, and utilities may choose to decline all program services.

What services can TANNW field specialists provide?

Based on your preferences, field specialists can provide end-to-end nonresidential lighting project support, including:

- Scoping a potential lighting upgrade project, including fixtures and controls.
- Conducting on-site commercial building visits.
- Training trade ally staff on the use of BPA Online Lighting Calculator (OLC).
- Completing or supporting completion of a BPA OLC application.
- Facilitating regular project check-ins with the utility, end user, and contractor to review project status, challenges, and estimated installation schedule.
- Verifying the project to confirm equipment is functioning as intended.
- Collecting cost documentation.

Can field specialists provide Online Lighting Calculator support?

Yes. This is a major focus of the TANNW program. Field specialists are fully trained on the OLC. They can create projects for both trade allies and utilities and provide project support.

Field specialists do not perform internal utility administrative functions, such as:

- Adjusting utility incentives.
- Uploading completed projects to BEETS.

BPA staff will continue to provide OLC support for these administrative functions at lighting@bpa.gov.

Will field specialists conduct outreach to trade allies?

Yes. Trade ally outreach and engagement is a major focus of the TANNW program. Planned outreach strategies include:

- Promoting utility offerings at regularly scheduled industry association meetings and local events.
- Conducting ongoing outreach to participating and non-participating trade allies, which may include electrical contractors, mechanical contractors, plumbing contractors, design professionals, equipment distributors, and consultants.
- Meeting with trade allies to introduce utility programs and incentives, encourage program participation, and sign them up for TANNW communications.
- Providing marketing and sales assistance to trade allies, including support in customizing marketing materials for their use.