



Direct Install Models: Optimizing Time in a House

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2010 Energy Summit

Multi-Family Retrofit Program

Snohomish County PUD

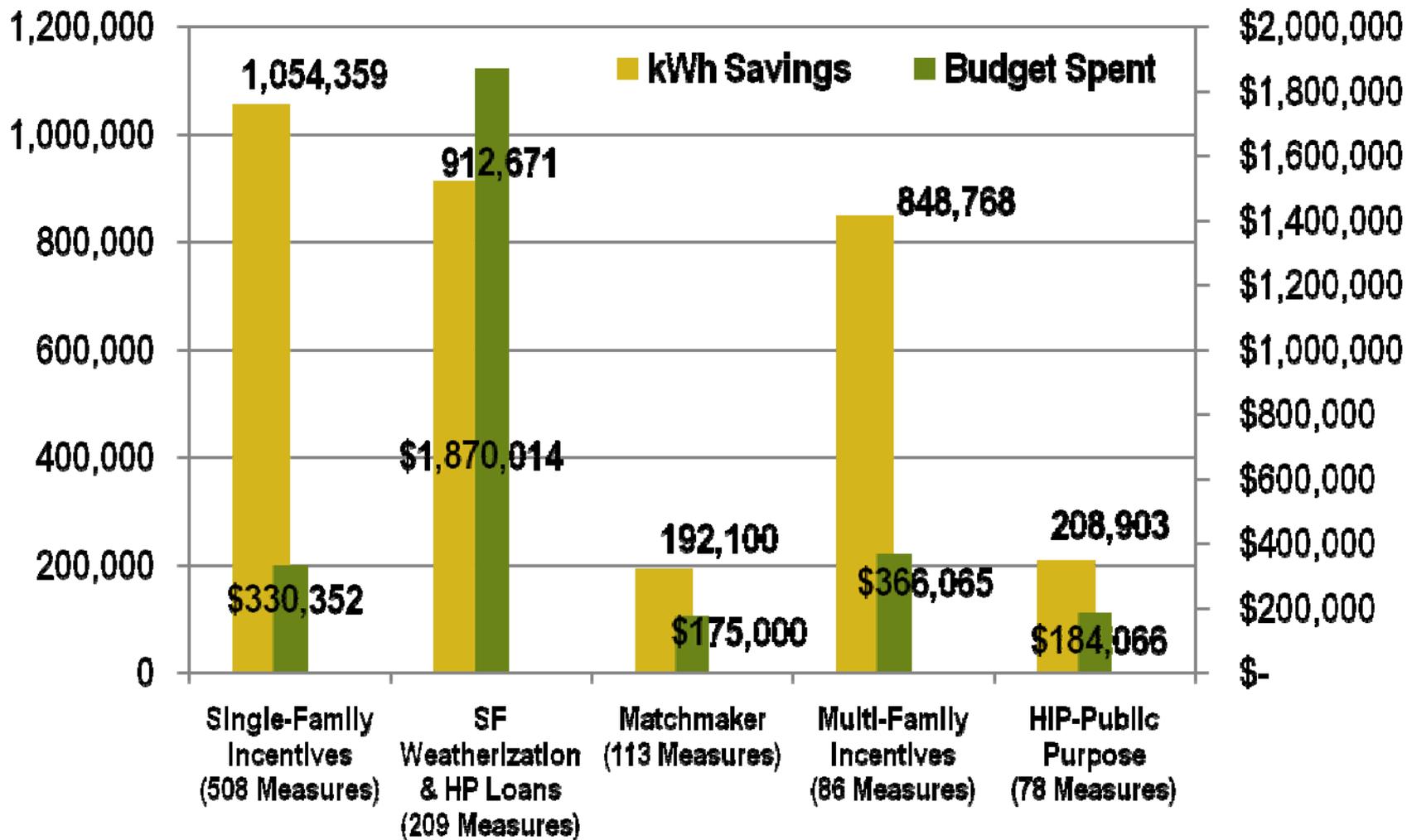
Presented by:

Kevin Watier

Program Manager



2009 kWh vs. Budget



Why Multi-Family?

- ⇒ Multi-family building **owners and managers have the ability but not the motivation** to make Energy Efficiency improvements.
- ⇒ **Tenants have the motivation but not the ability** to make the improvements.
- ⇒ **Utilities have the motivation (kWh savings) and ability (funding)** to help motivate property owners to make the investment.

Market Profile

- ⇒ In 2007 Multi-family housing with more than five (5) units made up approximately 20.6% or 56,832 units.
- ⇒ Of those units:
 - ⇒ 76% were built before 2000.
 - ⇒ 60% were built prior to 1990.
 - ⇒ 83% were renter occupied.
- ⇒ Units constructed **1994 and earlier represent the largest opportunity for energy savings.**

What's Out There

	2007	% of 2007 Housing Units	2000	1990
Occupied Housing Units	275,822	100%	224,852	183,942
1-unit, detached	173,654	63.0%	141,645	113,968
1-unit, attached	10,063	3.6%	8,002	3,228
2 units	8,043	2.9%	6,126	11,964
3 or 4 units	9,031	3.3%	8,390	0
5 to 9 units	12,463	4.5%	10,476	8,473
10+ units	44,369	16.1%	32,931	25,619
Total MF	56,832	20.6%	43,407	34,092

What Can Be Done

Measure	Utility Incentive
Attic Insulation	.50 ¢ / Sq Ft
Floor Insulation	.75 ¢ / Sq Ft
Wall Insulation	.50 ¢ / Sq Ft
Glass metal frame to DP vinyl (U<=.30)	\$4.00 / sq. ft.
Thermostats: (receipts required)	\$30.00 each
Energy Star light fixtures: (receipts required)	\$20.00 per fixture
Energy Star Appliances: (receipts required)	\$75 Clothes Washer \$35 Dishwasher \$50 Refrigerator

2009 Actual Results

Measure	Cost	Savings (kWh)	Square Feet/QTY
Floor Insulation	\$0.00	N/A	N/A
Wall Insulation	\$0.00	N/A	N/A
Thermostats	\$0.00	N/A	N/A
Energy Star Appliances	\$0.00	N/A	N/A
Energy Star Light Fixtures	\$0.00	N/A	N/A
Attic Insulation	\$120,598	88,665	239,636
Glass DP-DP	\$100,184	245,450	25,046
Glass SP-DP	\$145,282	514,430	36,745
TOTAL	\$366,064	848,545 kWh	

Who Ya Gonna Call ?

- ➔ Trade Allies:
 - ➔ Provide training and support to trade allies.
- ➔ Industry Education:
 - ➔ Identify and connect with owners and managers through industry organizations and PUD promotion.
 - ➔ Focus on financial benefits of energy efficiency improvements.
- ➔ Promotion:
 - ➔ membership and participation in industry organizations.
 - ➔ targeted marketing.
 - ➔ Direct mail and email.
 - ➔ Online advertising through relevant locally focused websites.
- ➔ SnoPUD.com:
 - ➔ PDF versions of brochure, sample savings calculations, forms and applications.
- ➔ Energy Hotline:
 - ➔ 425-783-1700 or Toll Free 1-877-783-1000 ext 1700.

Direct Mailer

Multi-Family
=
Multiple
Rewards

Check out the PUD's new Multi-Family Conservation Program that provides financial incentives for installing energy-saving measures in multi-family residential buildings

On the Horizon



Comparison Direct Install/ Self Install

Direct Install

- ⇒ \$185 per unit installed cost
- ⇒ 452 kWh savings per unit
- ⇒ PUD investment
 - ⇒ \$195,000
- ⇒ BPA reimbursement
 - ⇒ \$4.00 - \$5.50 per CFL
 - ⇒ \$12.00 per SH
 - ⇒ \$68,000 BPA credit

Self Install

- ⇒ \$40 per unit material cost
- ⇒ 452 kWh savings per unit
- ⇒ PUD investment
 - ⇒ \$50,000
- ⇒ BPA reimbursement
 - ⇒ \$2.50 - \$4.00 per CFL
 - ⇒ \$12.00 per SH
 - ⇒ \$47,000 BPA credit

Available Measures

- ⇒ 2.0 GPM showerhead
- ⇒ 2 bath aerators
- ⇒ 1 kitchen aerator
- ⇒ Up to 14 CFLs
- ⇒ Conservation tips
- ⇒ Weatherization program information



If it's Free Will They Come

- ⇒ 1,000 units waiting for program.
- ⇒ Approximate Savings of 452,000 kWh.



How to Apply for the Measures

- ⇒ Fill out application.
- ⇒ Agree to install with in 90 days of receipt.
- ⇒ Agree to field verification by Utility.
- ⇒ Receive requested materials.
- ⇒ Install materials.
- ⇒ Site verification.

Community Power !

⇒ MF Direct Install:

- ⇒ Targeted geographical area.
- ⇒ Showerheads, CFLs, aerators, ENERGY STAR fixtures, thermostats.

⇒ Neighborhood Direct Install:

- ⇒ Volunteer driven.
- ⇒ Showerheads, CFLs, and aerators.
- ⇒ Energy Audits.

Small Actions Big Effect



Contact Information

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Thank You



McMinnville Power & Light

- Average Install Rates: 32 per home
- Cool and Warm Color Temperatures
- Bring mercury facts
- Getting past the “risk”
- Non-Profit Groups
- Volunteer Participators
- Handouts for homeowners including
 - Contact info for installer
 - Customer sign off on # of bulbs installed
- “Handouts” for self-install under development



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Sarah F. Moore, BPA Energy Efficiency



BPA support for direct install

- New measures in PTR April 1, 2010
- Increased savings
- Increased reimbursement
- Regional program support
- Best practices to share
- Opportunities for data

New Measures for DI

- DI CFL savings & reimbursement maintained
- Presented new showerhead measures to RTF
 - Delivery options + 2.0, 1.75, 1.5 gpm
- DI showerheads with increased savings available April 1, 2010
- DI showerheads reimbursement = \$20.00
 - (Retail and Mailed by request = \$12.00)

Utility choice

- Direct install is at utility's discretion
- Utility may always choose
 - Any level of support
 - Any preferred product supplier
- Already have a DI program or plan?
 - Stay with it or compare pricing, it's your choice

Regional support for DI

- Bulk pricing on CFL's & showerheads
- Marketing materials
 - Advance postcard, educational materials, showerhead instructions, CFL recycling info
- Training support for installers
- Documentation templates
- Data collection – “Home Snapshots”
- Standardized reports on activities
- Verification of third-party installations

Best practices

- Project ramp-up
 - Test your market with an initial pilot effort
 - Fine tune support services before expanding effort
- Installers
 - Licensed and bonded, liability coverage
 - Background and credit checks on installers
 - Business cards directing customers back to utility
 - Secret shopper calls to customers to ensure quality
- Reporting
 - Consider electronic format to support analysis
 - Verification by utility or independent third-party
- Data opportunities
 - Socket counts, presence of second refrigerator, appliance info, HVAC information, other target areas

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