Fall 2017
Commercial Sector Updates

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Air NW and NW Lighting Trade Ally Network COTR
Agenda

1. Year in Review
2. Trade Ally Networks
3. Marketing Materials
4. Lighting
5. Engineering
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Year in Review
2017 Commercial Sector Savings*

17.93 aMW

*Custom and HVAC/UES savings expected to go up at end of rate period

Lighting ~88%

Custom ~10%

HVAC ~1%

UES (non-HVAC) ~1%
Regional Snapshot

- Custom: 3%
- HVAC: 2%
- UES (non-HVAC): 3%
- Lighting: 92%

Map showing various electric cooperatives and utilities.
PTCS Overview

PTCS delivers quality HVAC installations to provide residential customers greater savings, comfort and efficiency.

- Certifies program trainers, HVAC technicians, and Quality Assurance inspectors
- Pacific Northwest regional program
- Supported by BPA and Northwest Public Utilities
- Utilities support incentives for PTCS
- Began in 2006

Trade Ally Network Programs
Trade Allies: Partners in Efficiency

129 Air Allies
568 Lighting Trade Allies
697 Total

2017 data
The Networks Are Growing

...and how engaged are Allies?

... and which Allies are delivering projects?
BONNEVILLE POWER ADMINISTRATION

Cultivating Utility Ambassadors

13 Workshops
174 Allies Trained
44 Utility Staff Trained

14 Workshops
418 Allies Trained
64 Utility Staff Trained

Northwest Trade Ally Network
HVAC Specialists In The Field

268 Field Visits

Deep Project Support 11%
Office Support 5%
Trade Ally Direct Support 84%

13
Lighting Specialists In The Field

Utility Direct Support 70%
Deep Project Support 15%
Trade Ally Direct Support 15% ~460 Field Visits

Northwest Trade Ally Network
Trade Ally Services

- Project walkthroughs
- Obtain contractor bids
- Orient contractors to incentives
- Contractor shop visits
- Lighting calculator & HVAC forms support
- Utility staff training
- Post-install site visits

We need to hear from YOU!
2017 and beyond…

Depth & Breadth
More Trade Allies covering more territory

Quality
Engagement, information, tools, guidelines

Leverage
Increase field support to BPA & Utilities
Discussion

What’s working well?
What could we do better?
Utility-only trainings?
What else?
3 Marketing
Marketing Materials

Simple
Customizable
Target: Utility End Users

Target: Trade Allies
Action-oriented
Discussion

Do you use the marketing materials?

Region-specific incentive guides?

More materials for your customers?

Marketing campaign for DHPs?

What else?
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Non-Res Lighting
Small Business Lighting Promotion

62 utilities

410 completed projects

13,183,546 kWh Saved

$2,942,266 in Utility EEI

The small business lighting promotion is coming to an end. Qualifying projects must be submitted to IS 2.0 for invoicing by September 28th, 2017.

Don’t forget to include the building square footage in the project notes on the “spaces tab”!

The BPA Lighting Team is here to help close out these projects. Contact us at lighting@bpa.gov with any questions.
Lighting Calculator 4.0

*Rewards Good Behavior!*

- Premium incentive levels for Hi-bay and Low-Bay fixtures with Advanced Lighting Controls
- Simplified approach requires no metering for incentives!

*Stops Overpaying for*

- TLEDs
- Mogul Base
- Small Screw in products

*Other Updates*

- Minimal updates to user interface
- Several minor improvements based on utility input
## Lighting Calculator 4.0

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td>TLED</td>
<td>Dropping to $4 / lamp</td>
</tr>
<tr>
<td>Medium base screw-in LED</td>
<td>Dropping to $2-4 / lamp</td>
</tr>
<tr>
<td>New category for mogul base LED products</td>
<td>Lower incentives than fixtures</td>
</tr>
<tr>
<td>New category for Low Bay &amp; High Bay with Advanced Controls</td>
<td>$60 – 100 premium incentives</td>
</tr>
<tr>
<td></td>
<td>Deemed Measures, with 40% assumed additional savings</td>
</tr>
</tbody>
</table>
Making the Switch

LC 3.3 available until October 2019...
But you can switch to LC 4.0 earlier!

Benefits:
Promotes regional consistency
Reduced contractor confusion

BPA and TANs:
Trainings
Technical support
Discussion

When do you plan to adopt the new lighting calculator?

Immediately?

After some training?

What do you need?
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Commercial Engineering
Engineering & Custom Projects

#1 Streamlined verification for small projects!

Reduce incentive uncertainty
Reduce field work
Shorten project timelines
Engineering & Custom Projects

Refresh tools, templates; continuous improvement processes for custom projects

Promote consistency
Minimize project handoffs
Help get your customers to yes...or no
Discussion

Thoughts?

What do you need from the BPA & TAN field menus?
In Conclusion...
NW Lighting TAN and Air Northwest

- We are *amping up* lighting trainings
- We are *deepening* HVAC materials and marketing
- We are *leveraging* TAN field staff

BPA Engineering Custom Project Services

- Here to serve!
Thank you!

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