Fall 2017
Commercial Sector Updates

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Agenda

1. Year in Review
2. Trade Ally Networks
3. Marketing Materials
4. Lighting
5. Engineering

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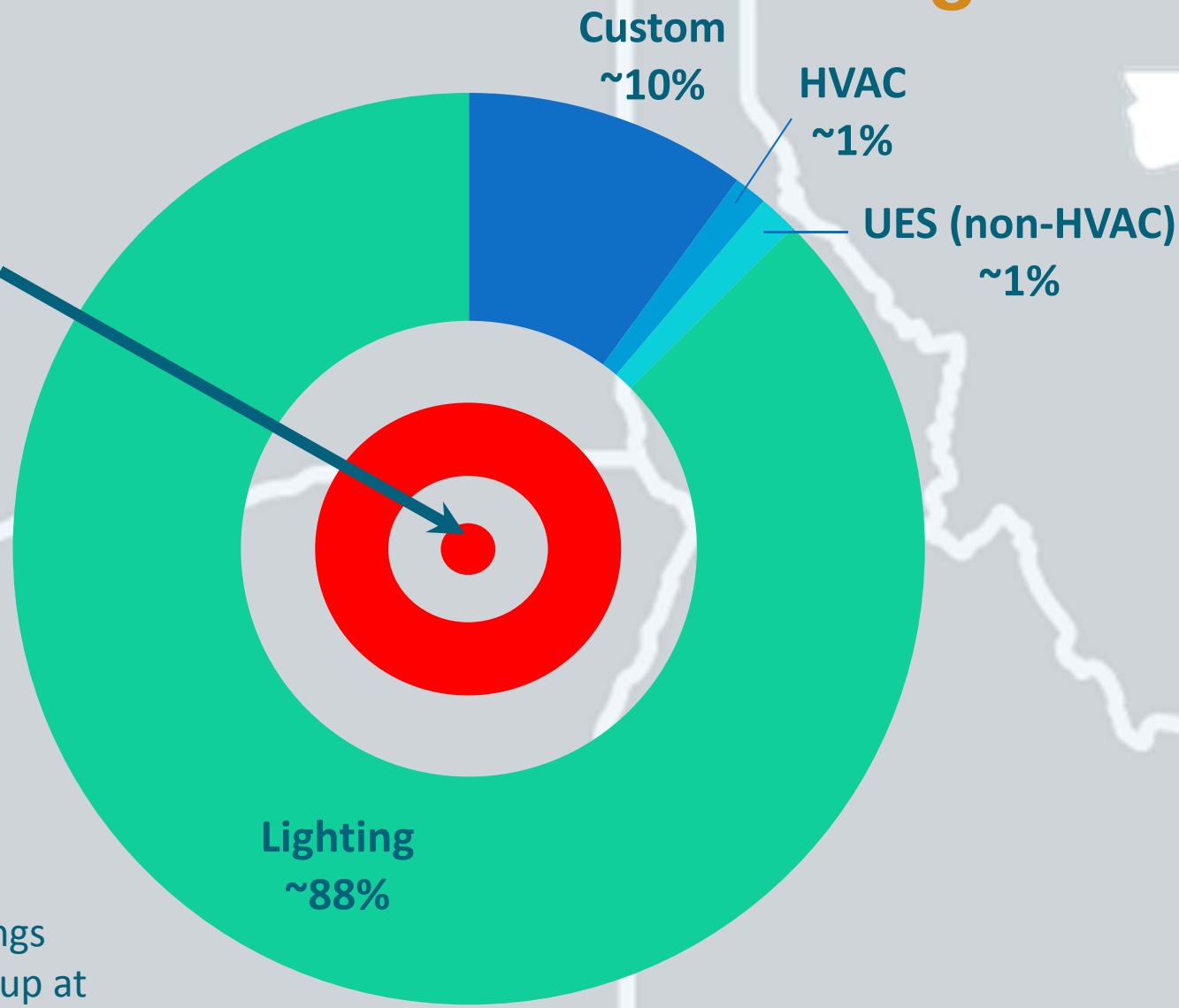
Year in Review

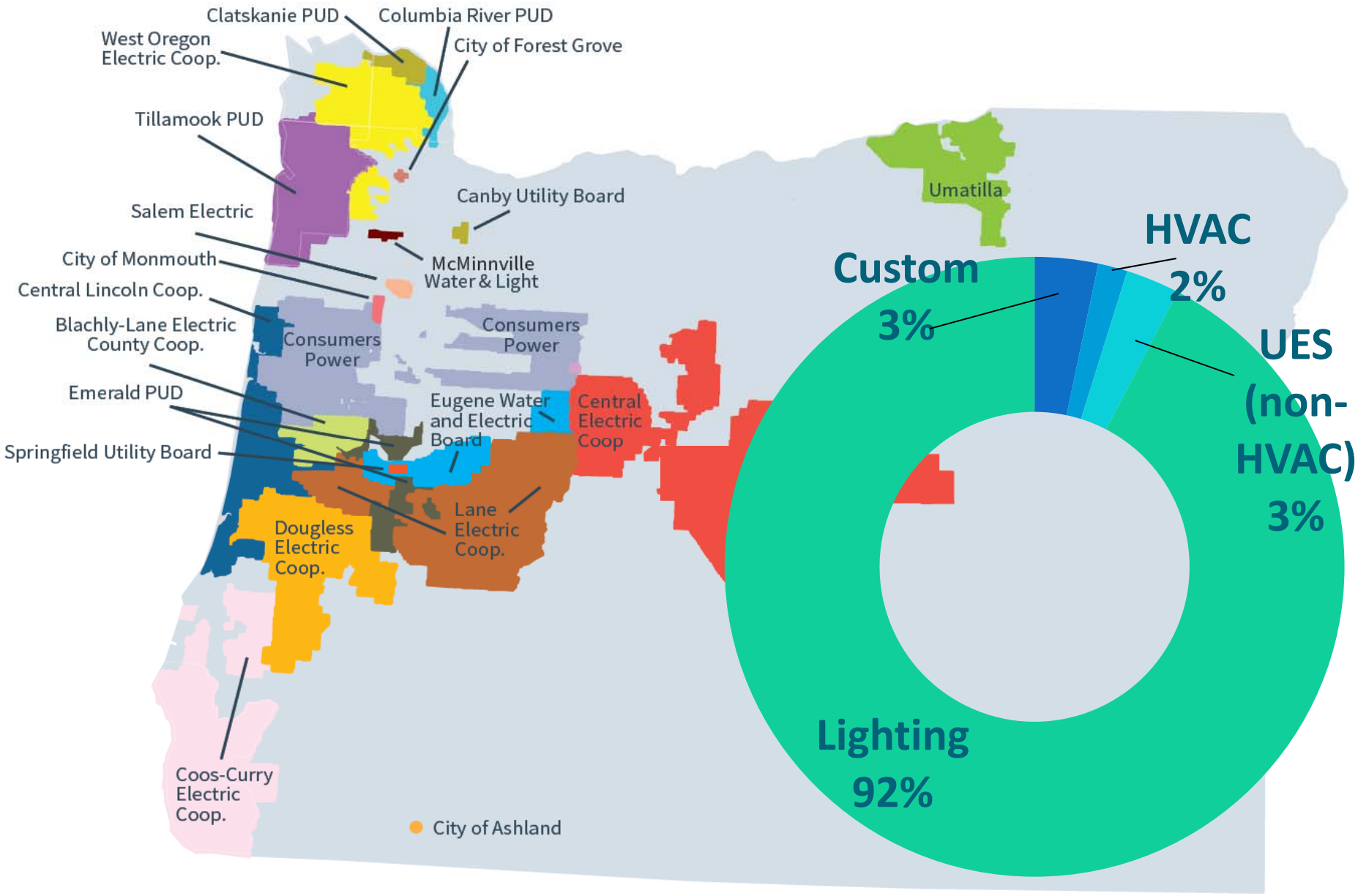
2017 Commercial Sector Savings*

17.93 aMW



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

Regional Snapshot



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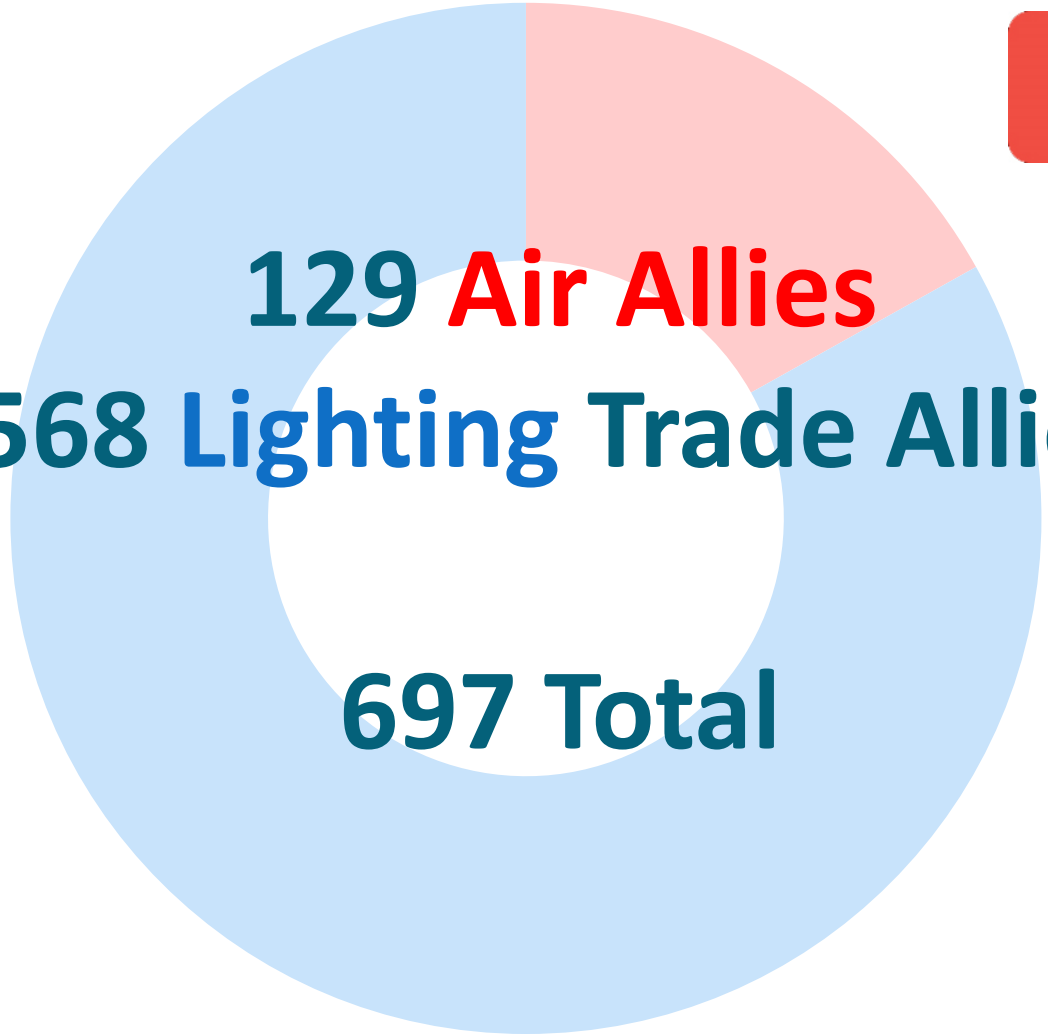
Trade Ally Network Programs

Trade Allies: Partners in Efficiency



129 Air Allies

568 Lighting Trade Allies

697 Total

Northwest Trade Ally Network

2017 data

The Networks Are Growing

AIR NORTHWEST

15% Growth

Northwest Trade Ally Network

2% Growth

...and how engaged are Allies?

... and which Allies are delivering projects?

Cultivating Utility Ambassadors

AIR NORTHWEST

Northwest Trade Ally Network

13 Workshops

174 Allies Trained

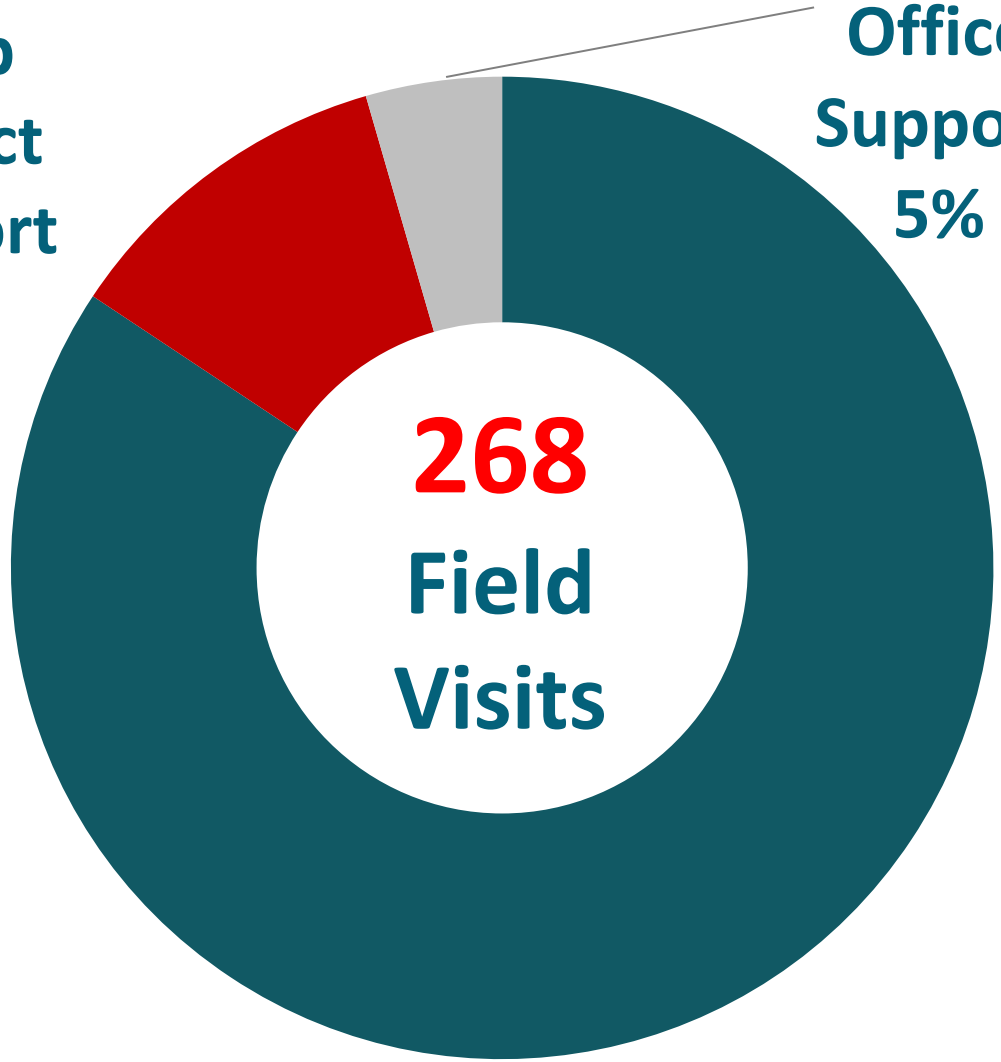
44 Utility Staff Trained

14 Workshops

418 Allies Trained

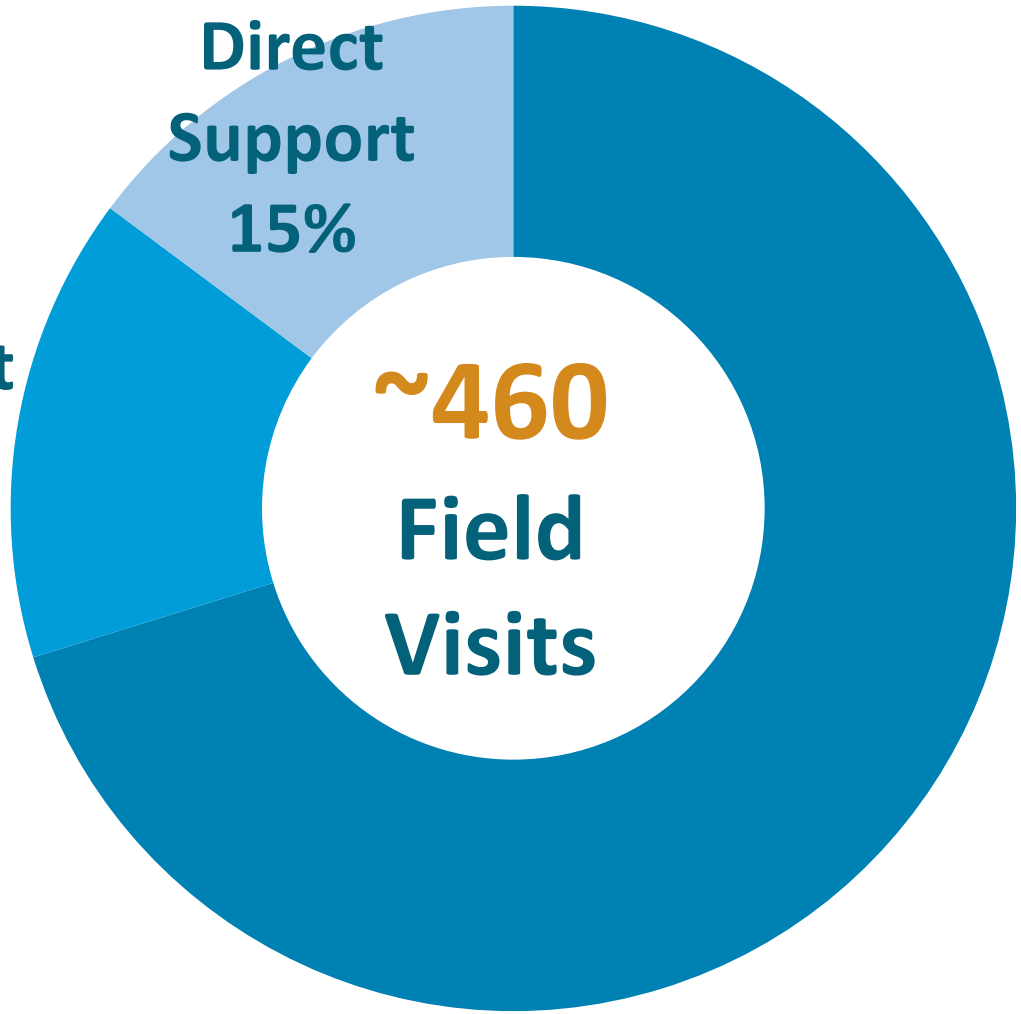
64 Utility Staff Trained

HVAC Specialists In The Field



AIR NORTHWEST

Lighting Specialists In The Field

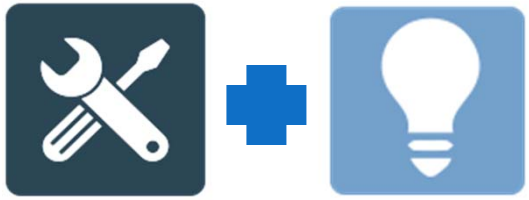


Northwest Trade Ally Network

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

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

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

Product Category	Incentives
TLED	Dropping to $4 / lamp
Medium base screw-in LED	Dropping to $2-4 / lamp
New category for mogul base LED products	Lower incentives than fixtures
New category for Low Bay & High Bay with Advanced Controls	$60 – 100 premium incentives Deemed Measures, with 40% assumed additional savings

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

 # 2

Refresh tools, templates; continuous improvement processes for custom projects

Promote consistency

Minimize project handoffs

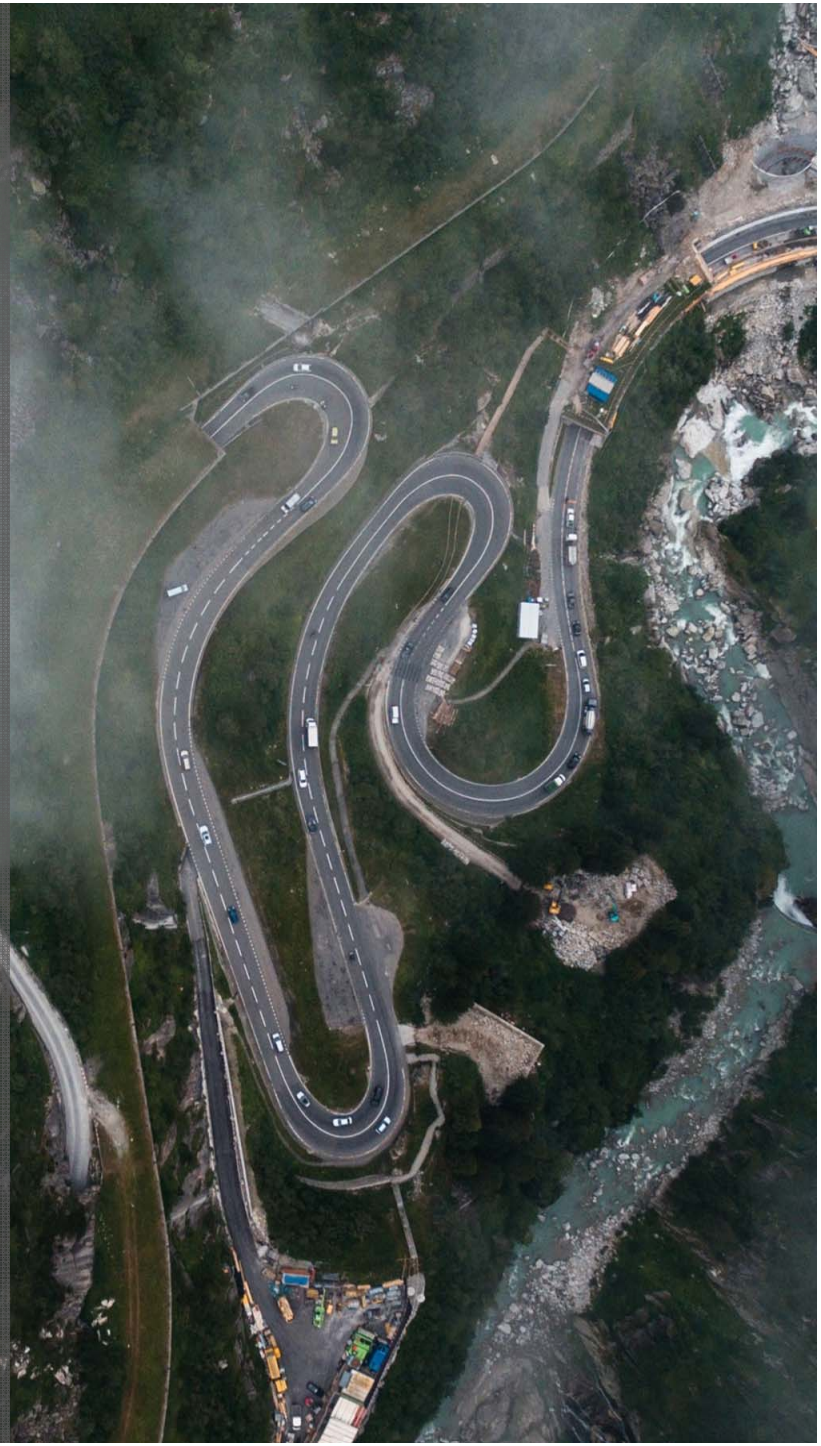
Help get your customers to yes…or no

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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