

Snohomish County PUD 2008 Conservation Goals

**Utility Energy Efficiency
Workshop**

March 18-19, 2008

Sponsored by BPA, Portland



Snohomish PUD

2008 Conservation Goals

1. Achieve aggressive conservation savings goals
 - With customer participation in programs
 - With customer partnerships
 - With our own facilities, distribution system and processes
2. Build our conservation organization's capabilities
3. Know our Snohomish County customers and trade allies
4. Pursue innovative offerings

Goal #1: Achieve Aggressive Conservation Savings Goals: 7 aMW

	2007	2008	
	<i>Savings</i>	<i>Savings Goal</i>	<i>S-t-r-e-t-c-h Goal</i>
Residential - Existing	0.17	0.13	0.16
Residential-New Const.	--	0.05	0.08
Lighting	1.76	1.40	1.80
Appliances	0.60	0.70	0.80
Low Income	0.10	0.14	0.14
Residential Sub-total	2.63	2.42	2.98
Comm./Indus. - Existing	2.64	2.85	3.00
Comm./Indus. New Const.	0.1	0.22	0.24
Technical Services	--	--	--
Commercial & Industrial Sub-total	2.74	3.08	3.22
CVR	0.93	0.04	0.04
NEEA ¹	0.8 ¹	0.8	0.8
Grand Total	7.1¹	6.3	7.1

¹NEEA savings = 0.8 aMW based on shares of regional program



Goal #2. Build the Organization's Conservation Capabilities

- Professional development conservation employees
- Tracking and reporting system enhancements
- Comprehensive marketing
- Strategic Building Energy Plan for Internal Facilities
- EE training to all PUD employees
- Leverage other core utility departments, functions
- Eight new hires – up to speed and trained

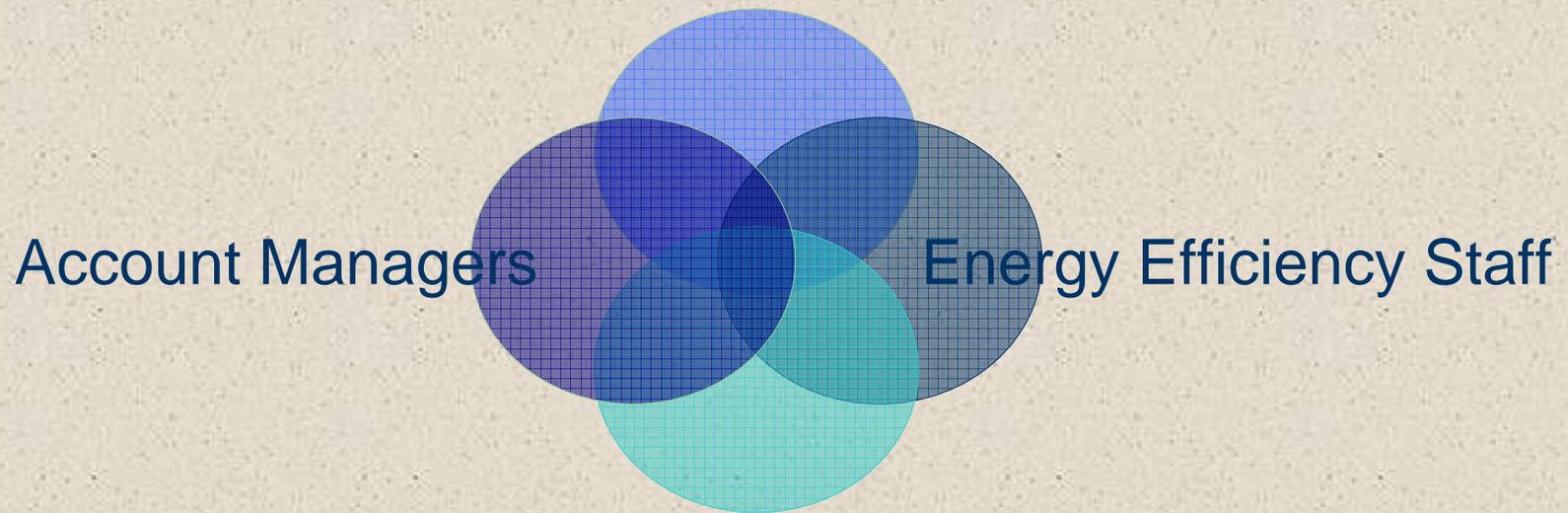
Business Services Organization



- Enhance the District's delivery of energy efficiency messages to our C&I customers
- Increase interaction with our Commercial, Industrial and Municipal Customers for solutions, services, education, resources

Core Commercial Customer Account Team

Executive Account Managers

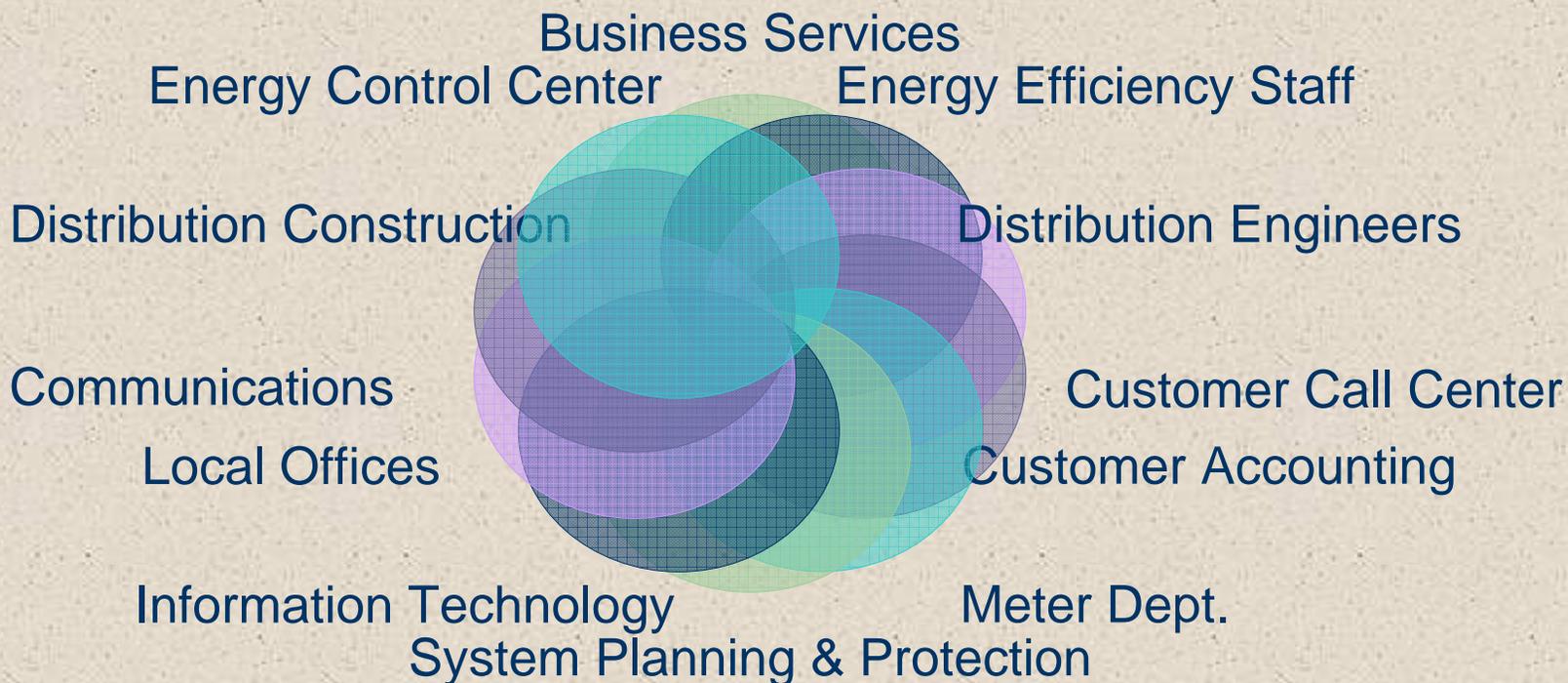


Account Managers

Energy Efficiency Staff

Business Services Representatives

Full Service Account Team Concept



Goal #3: Know Snohomish County Customers and Trade Allies

- Targeted marketing to attract new participants
- Ongoing market research and program evaluations
- Expanded role for our 'Energy Hotline': 425-783-1700
- Increased use of Web site: www.snopud.com
- Work with trade associations and trade allies to reach customers
- Work to support customer's energy plans
- Networking with program managers in other organizations

Goal #4: Pursue Innovative Offerings

- Joint Puget Sound utility offerings (e.g. CF lighting, new construction, etc.)
- Water Resources Division joint appliance incentives
- Support Community and County environmental agenda (e.g. sustainability, CFL disposal)
- Partnerships with local business community to promote environmental leadership
- Establish EE industry training programs with local educational institutions
- Analyses for additional demand-side opportunities, including demand response
- New and emerging technologies

Questions?

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Visit: www.snopud.com