

BPA Energy Efficiency Weekly Announcements,

February 6, 2014

Events

Brown Bag: 2014 Energy Efficiency Marketing Preview -

Join us on February 11, 12:00 – 1:00 pm. Join BPA's EE Marketing team for this informational webinar on available and upcoming efficiency marketing materials. This webinar will introduce the new "Save the Power" material available to promote smart power strips in a commercial setting, but will also review the Residential Marketing Toolkit, new Stock Photo Library, and give a very early preview of the Agricultural marketing tools currently in development. We will also hear from Justin Holsgrove of Mason County PUD No. 3 who has adapted some of the BPA material and leveraged it to promote Mason 3 efficiency programs ... [More](#)

Please note BPA released an incorrect date for this event in last week's announcements. This meeting will occur on February 27.

Public Power Research Group meeting -

Please save the date for the next Public Power Research Group meeting February 27 from 2:00-3:30 pm. The goals of the Public Power Research Group are to: (1) Increase transparency in BPA's evaluation and research efforts; (2) Gather utility feedback on research priorities and methodologies; (3) Provide forum for collaboration, where relevant, and (4) Provide feedback on opportunities and challenges across all service territories. If you have agenda items you would like discussed at the meeting, please provide to clcobb@bpa.gov by February 7.

Date: February 27, 2:00 - 3:30 pm

Phone: 1-203-310-9184 - Passcode: 3737668

Live Meeting link:

<https://www.livemeeting.com/cc/bpa/join?id=T2W84G&role=attend&pw=rP%23%2C%24%5D9nt>



Reminders

HPWH Images Added to EE Stock Photo Library -

To assist utilities in marketing their heat pump water heater program, EE Marketing has recently added HPWH images to the existing [Stock Photos page](#) in the suite of [promotional/informational materials](#). The stock photos page is a growing library of images that can be used by utilities to promote energy efficiency. The images are free for our customers with no restrictions, we just ask that they are only used in the promotion of EE programs. EE Marketing is open to suggestions from utilities on images that would be valuable to include as we continue to expand the images library. If you have suggestions on photos to include to support your programs, please contact your EER.

Results! Final Report on Residential and Commercial Program Opportunities -

The final report for the recent research on new commercial and residential program opportunities is now posted online at:

http://www.bpa.gov/energy/n/reports/evaluation/multi_sector/pdf/BPA_Market_Opportunities.pdf

This research compiles findings from utility surveys and brainstorming sessions, regional energy efficiency experts and national trends into specific opportunities. The five opportunity areas identified were: (1) Commercial Opportunity: Comprehensive Turn-Key Commercial Program with Pay-for-Performance Elements; (2) Residential Opportunity: An Energy Efficiency Toolkit Providing a Customizable Suite of Tools and Measures; (3) Residential Opportunity: Mid-upstream Model to Capture Savings in New Areas; (4) Cross-cutting opportunity to Support and Encourage BPA Customers' Regional Efforts to Collaborate and Share Information; and, (5) Cross-cutting Opportunity for Simplification of Program Participation and Reporting Requirements.

Post-2011 Review - Workgroup Meetings -

BPA requests that interested customers and stakeholders participate in the Post-2011 Review workgroup meetings, which are currently underway. The proposed schedule for workgroup meetings and regional "big tent" meetings is [here](#). After the initial meetings, only those who have signed up for workgroups will be invited to the meetings. If you have not signed up for workgroups, please contact your EER or, if you are not a utility customer, please contact [Matt Tidwell](#). All information regarding the Post-2011 Review can be found [here](#)

New 50 Gallon HPWH Certified Tier 1 Compliant -

Several new 50 gallon heat pump water heaters have been certified as Tier 1 compliant. NEEA plans to add the following six models to the [Northern Climate Qualified Products list](#) on January 27th. The new products are offered under the brands American, A.O. Smith, State, Whirlpool, Reliance, and Kenmore.