

Bonneville Power Administration
Ductless Heat Pump Update

Mark Johnson, DHP Program Manager
Erica Thompson, Fluid Market Strategies

March 9, 2010



Agenda

- Utility participation process
- 2010 program implementation
- Tools and resources for BPA utilities
- Additional services provided by Fluid Market Services



Utility sign-up process

- To sign up, or for more information:
 - Contact your EER or Fluid directly
 - Fluid will set up a time to discuss participation details and provide an overview of processes
- Utility participation list:
 - Posted to www.nwductless.com as resource for contractors and distributors

ST	Utilities	Permitted Project Applications	SF Zonal Incentive	SF Furnace Incentive	Mfg Zonal Incentive	Mfg Furnace Incentive	MF Zonal Incentive	Loan	Interest Rate	Pre-approval Required
OR	Ashland, City of	SF Zonal, SF Furnace, Mfg Zonal, MF Zonal	\$1,500	\$1,500	\$1,500	NA	\$1,000	Yes	0%	Yes
OR	Bandon, City of	SF Zonal, Mfg Zonal, MF Zonal	\$1,500	NA	\$1,500	NA	\$1,000	No	NA	
WA	Benton Co. PUD	SF Zonal, SF Furnace	\$1,500	\$1,500	\$1,500	NA	\$1,000	No	NA	
WA	Benton REA	SF Zonal, SF Furnace, Mfg Zonal, MF Zonal	\$1,500	\$1,500	\$1,500	NA	\$1,000	Yes	7.20%	No
WA	Big Bend Electric Coop	SF Zonal, SF Furnace, Mfg Zonal	\$1,500	\$1,500	\$1,500	NA	NA	No	NA	Yes
OR	Blachly Lane Electric Coop	SF Zonal only	\$750	NA	NA	NA	NA	up to \$3,000	2% above prime	Yes



Program implementation

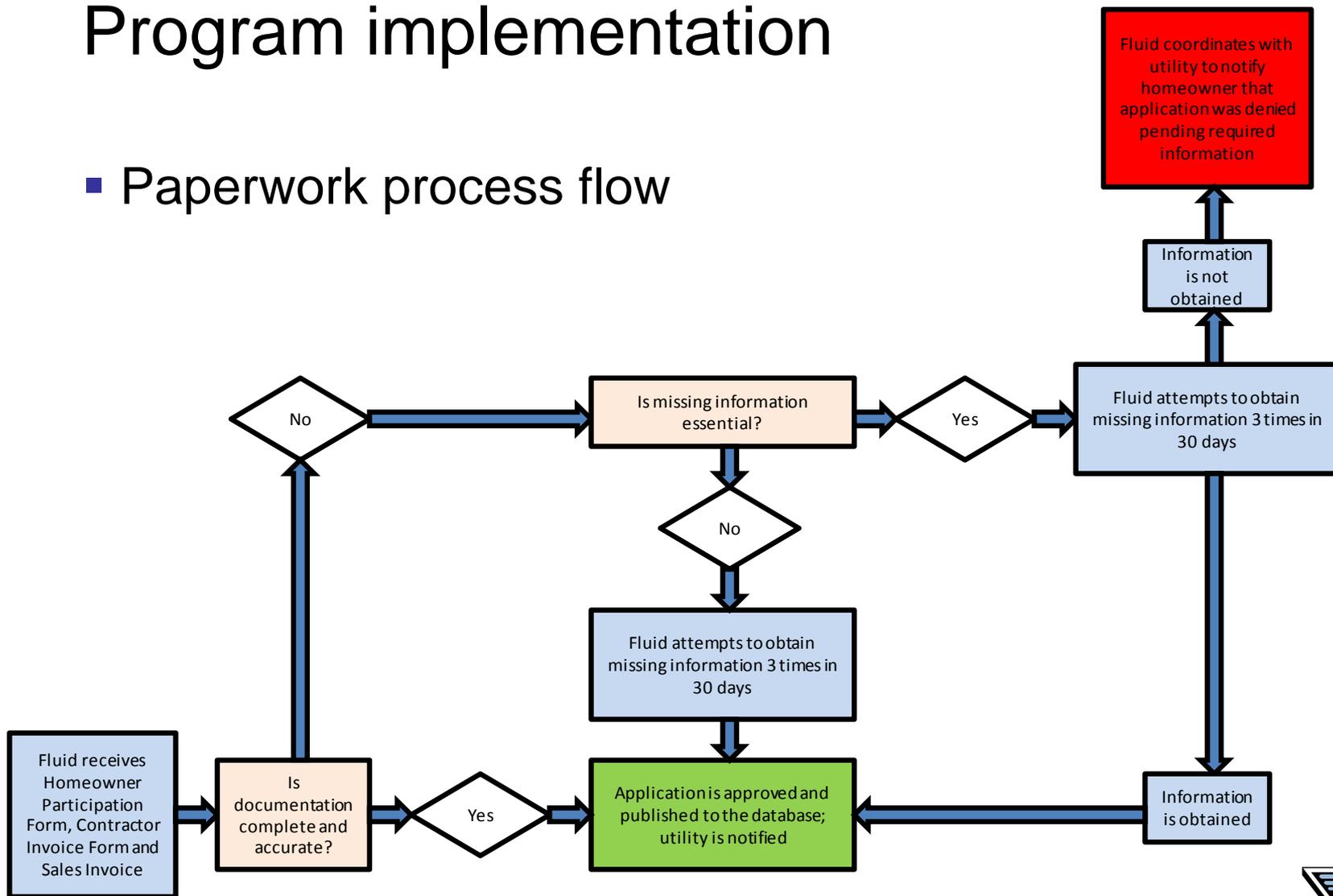
Paperwork process

- Required documentation is submitted to Fluid
 - Homeowner Participation Form, Contractor Invoice Form, Invoice
- Applications recorded in the regional database at www.nwductless.com
 - Utilities have 24-hour access to reports
- Utility notified of approval status
 - Utilities may opt-in to receive electronic copies or hard copies of approved participation forms
 - Utilities may opt-in to receive monthly electronic reports on activity in their territory



Program implementation

- Paperwork process flow



Eligibility overview

- BPA supported applications (effective April 1, 2010)
 - Single family with zonal electric heat
 - Multifamily with zonal electric heat
 - Manufactured Homes with zonal electric heat
 - Zonal electric heat must be permanently installed as primary heating system
 - Plug-in space heaters do not qualify
 - Effective April 1, 2010, BPA has discontinued reimbursement for electric forced-air furnace, until more data is available

- Equipment must be:
 - Inverter-driven DHP with variable speed or inverter-driven indoor blowers
 - Installed according to manufacturer specifications
 - Contractors must have DHP program orientation and manufacturer training



Utility resources

■ Regional database

- Fluid aggregates data for NEEA's regional database
- Utilities have access to current data on DHP activity
- Reports include:
 - Approved installations, pre-approved homes, pending approval
 - Report specifically designed for PTR bulk upload function

The screenshot shows a web application interface for generating a QA Report. On the left is a 'MAIN MENU' with options: Home, Installation Activity Reports (expanded), All Approved Install Data, Pre-approved Homes, Pending, Ineligible, All Records, QA Report, and BPA PTR. The main content area is titled 'QA Report' and contains two date input fields: 'Starting Date' (12/01/2009) and 'Ending Date' (02/25/2010), with a 'Submit' button below them. Below the form is a 'CSV' link and a table with the following data:

Date	Customer ID	Contractor	Summary
2009/12/11	12296	McMinnville Heating and AC	Looks great.
2009/12/11	10601	Perfect Temp	Needs cosmetic repairs, but functions c

At the bottom of the table area, there is a pagination control showing 'Page 1 of 1' and 'Displaying 1 - 2 of 2'.



Utility resources

- Preferred product List
 - Posted to www.nwductless.com
 - Includes model information, efficiency ratings and tax credit qualification
 - Equipment must be:
 - AHRI certified
 - Project qualified (meets all project specifications)
 - Accompanied with clear and concise install/user manuals
 - Available in Pacific Northwest
 - Manufacturer must provide:
 - Technical specifications
 - Technical training and support



Additional services

Fluid can also provide:

- Rebate processing
- PTR data entry

Contact Fluid Market Strategies for more information



For more information contact:

Mark Johnson, DHP Program Manager
Bonneville Power Administration

mejohanson@bpa.gov

(503) 230-7669

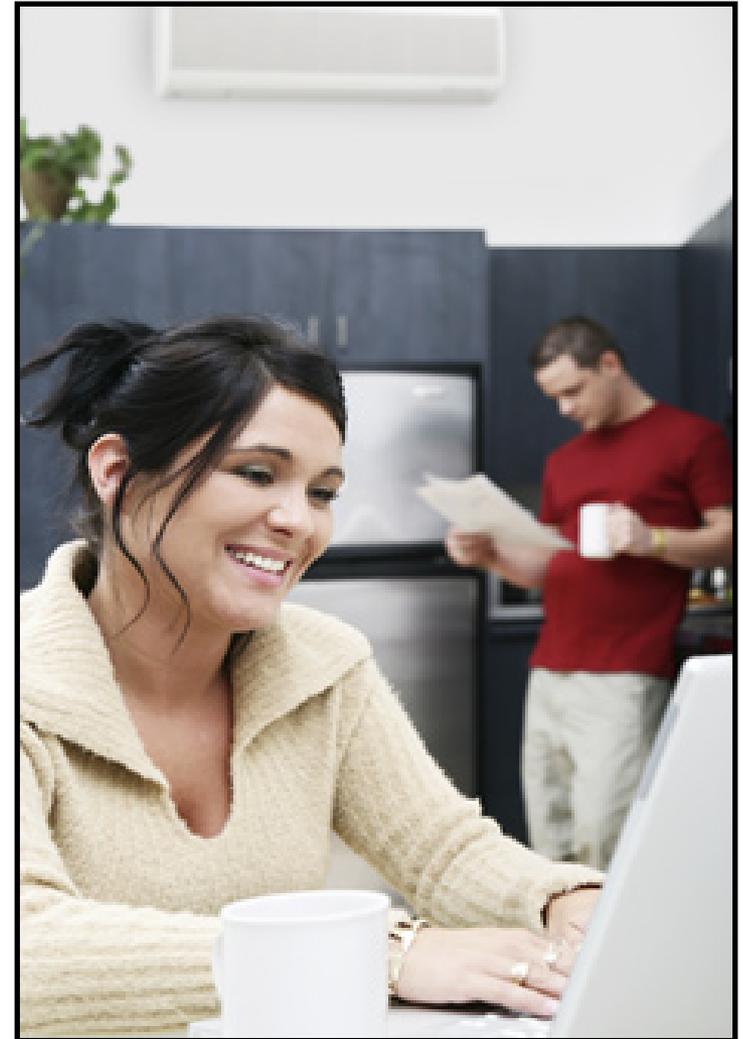
Erica Thompson, Program Associate
Fluid Market Strategies

ethompson@fluidms.com

(503) 808-9003 ext. 107



NW Ductless Heat Pump Pilot

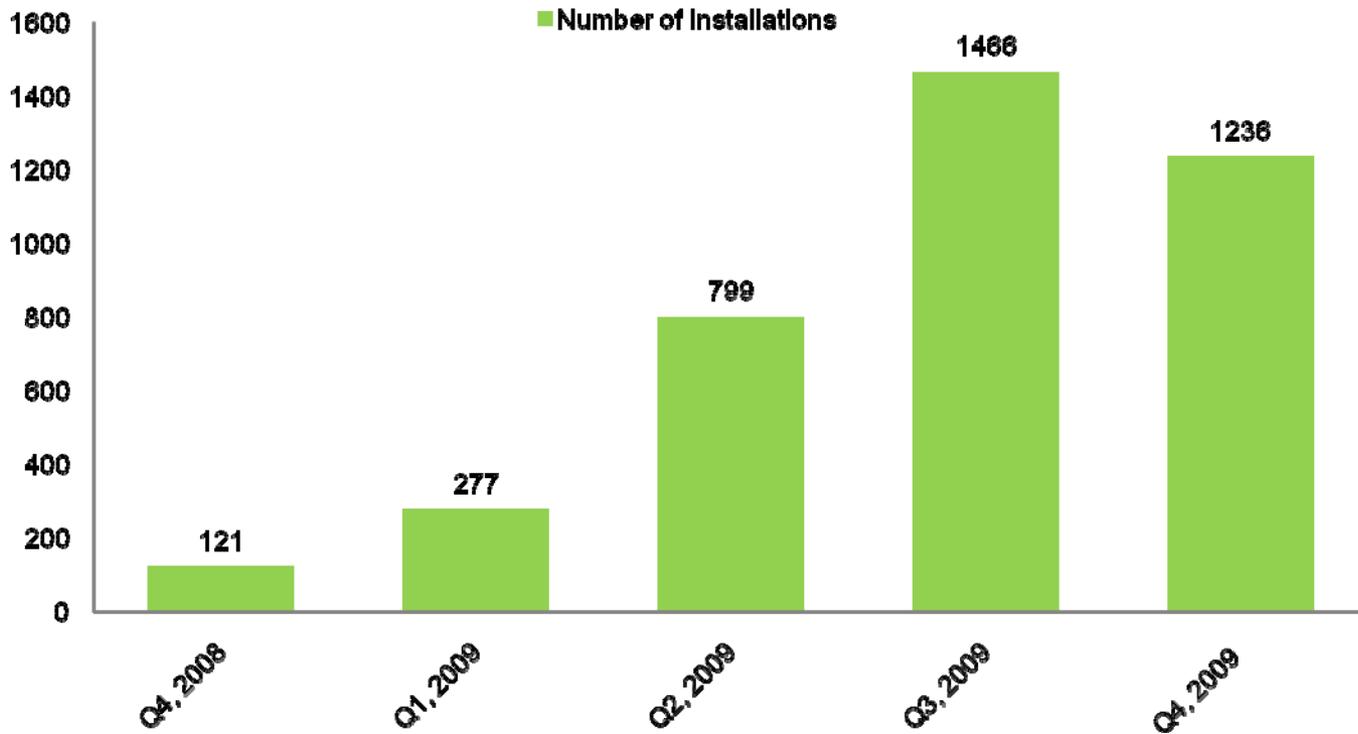


Utility Webinar Agenda

- 2008-2009 Pilot Phase
 - Installation statistics
 - Program highlights
- 2010 program activities and objectives
 - Marketing
 - Quality Assurance
 - Evaluation

2008-2009 Project Highlights

- 3,899 successful installation during 2008-2009



2008-2009 Project Highlights

Program Participation

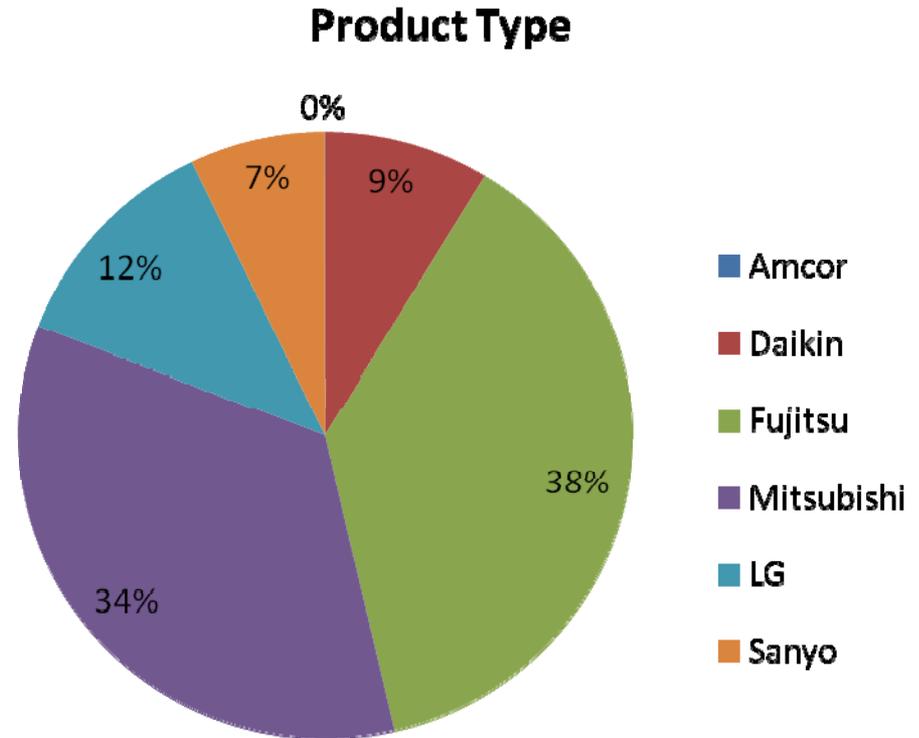
- Utilities
 - 59 utilities had approved installations
 - 80 utilities offered incentives
- Contractors
 - 906 contractors were oriented
 - 602 companies completed a contractor orientation
 - 312 companies had approved installations

Over 50% of all oriented contractor companies had an approved installation

2008-2009 Project Highlights

Program Participation

- Manufacturers
 - 6 brands were installed during the Pilot
- Distributors
 - 21 unique companies sold product
 - 75 different branches



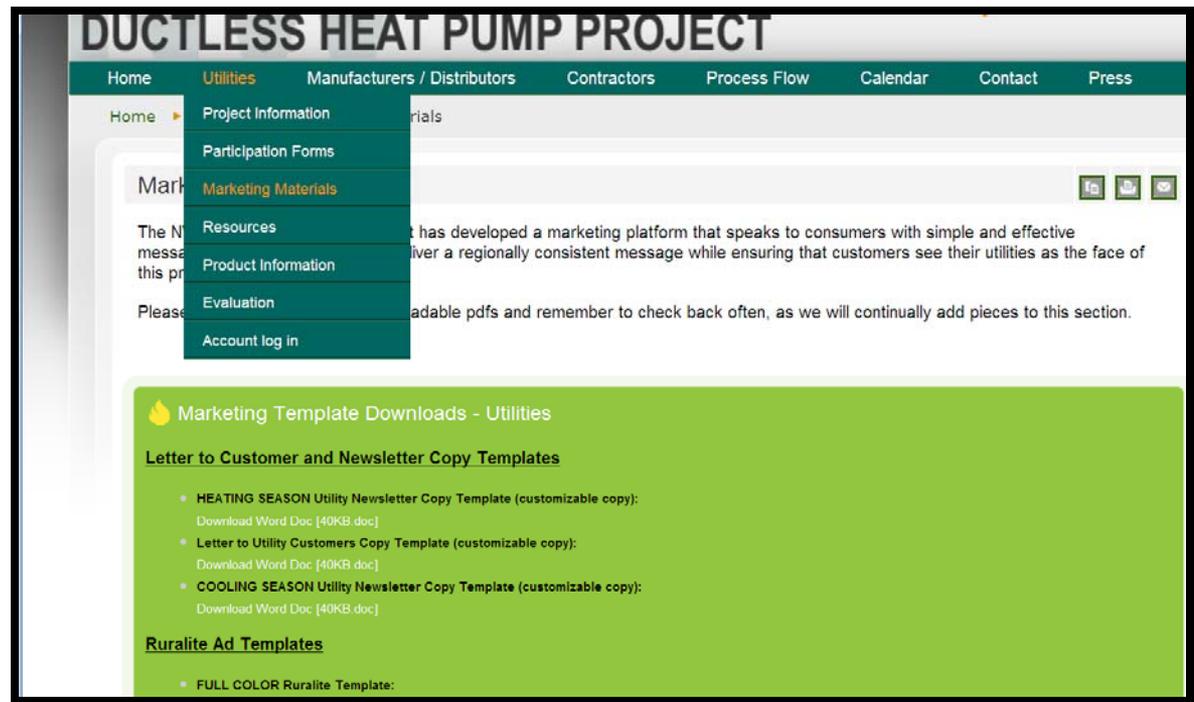
Marketing

- www.GoingDuctless.com
 - 23 custom landing pages
 - 28,500 unique visitors
 - 14,800 unique contractor searches
- Contractor sales sheets
 - Customized sheets distributed to over 20,000 contractors in 2009

2010 Marketing Overview

Marketing Templates

- All marketing templates at www.nwductless.com have been updated to reflect 2010 eligibility requirements
- New: Ruralite ad templates posted (three versions)



The screenshot displays the website for the 'DUCTLESS HEAT PUMP PROJECT'. The navigation bar includes links for Home, Utilities, Manufacturers / Distributors, Contractors, Process Flow, Calendar, Contact, and Press. A dropdown menu is open under 'Home', listing: Project Information, Participation Forms, Marketing Materials, Resources, Product Information, Evaluation, and Account log in. The main content area features a green box titled 'Marketing Template Downloads - Utilities' with the following items:

- Letter to Customer and Newsletter Copy Templates**
 - HEATING SEASON Utility Newsletter Copy Template (customizable copy):
Download Word Doc [40KB.doc]
 - Letter to Utility Customers Copy Template (customizable copy):
Download Word Doc [40KB.doc]
 - COOLING SEASON Utility Newsletter Copy Template (customizable copy):
Download Word Doc [40KB.doc]
- Ruralite Ad Templates**
 - FULL COLOR Ruralite Template:

2010 Quality Assurance

2009 Outcomes

- High rate of successful inspections in pilot phase.
- Majority of deviations were minor, primarily due to lack of line set protection and lack of homeowner education.

2010 QA Revisions

- Revised trigger schedule for 2010
 - A trigger will occur after a contractor's 4th installation, 15th installation, 55th installation, 115th installation, and so on (in increments of 60).
- Resources allocated to work with contractors and the supply chain to encourage installation best practices.

Evaluation Update

Activity	Current Progress
1. Quad-metering sample installation:	<ul style="list-style-type: none">- 95 installations completed- 35 “Co-efficient of performance” installed across region- Meters will remain on homes for one year post DHP installation
2. Lab Monitoring & Analysis – Two units will be lab tested	<ul style="list-style-type: none">- Heating tests were conducted on Fujitsu 12RLS cooling tests are being completed and results are expected Q3 2010- Second unit test expected to begin early Q2 2010
3. Billing data collection	<ul style="list-style-type: none">- All DHP pre-installation bill collection will be completed in Q1 2010
4. Market Progress Evaluation Report	<ul style="list-style-type: none">- Wave 1 presented in February
5. Implementation Report	<ul style="list-style-type: none">- Q2 2010

Contacts

Alexis Allan

aallan@nwalliance.org
(503) 827-8416 ext. 257

Selena Bell Heise

sheise@fluidms.com
(503) 808-9003 ext. 104

Erica Thompson

ethompson@fluidms.com
(503) 808-9003 ext. 107

Ben Yenter

Ben.yenter@smashingideas.com
(503) 808-9003 ext. 120

Aaron Winer

awiner@fluidms.com
(503) 808-9003 ext. 125