

# EE Program Promotions

Energy Efficiency

July 9, 2020

How can the BPA EE program support local community economic recovery efforts while meeting EE Action Plan objectives?

# Agenda for Today

- 1. Objectives**
- 2. EEI Payment Details**
- 3. Marketing Support**
- 4. Performance Payment Details**
- 5. Timing and Logistics**
- 6. Questions and Answers**



# BPA Promotion Objectives

1. **Offset more** of the installed cost of efficiency upgrades.
2. Support **EE Action Plan goals** & Resource Program strategy.
3. Help provide **meaningful bill savings** for end use customers.
4. **Support utility customers** in their efforts to implement efficiency programs and **support local economies** as the region transitions out of quarantine.



# Flexible, Two Part Plan

**1** Increased payments for specific HVAC measures

**2** Increased performance payments



# Increased Measure payments: Why HVAC?

- We have programs to promote these measures
- Measures good for air quality
- Measures that support local contractors
- Align across sectors
- Align with Resource Program



# Commercial Sector

COMMERCIAL		
IMPLEMENTATION MANUAL SECTION	STANDARD PAYMENT RATE PER UNIT: EFFECTIVE OCT. 1, 2019 - SEPT. 30, 2021	PROMOTIONAL PAYMENT RATE PER UNIT: EFFECTIVE JULY 1, 2020 - SEPT. 30, 2021
7.4.1 Advanced Rooftop Unit Control (ARC) - ARC Full only	\$200	\$225
7.4.1 Advanced Rooftop Unit Control (ARC) - ARC Lite only	\$100	\$125
7.4.2 Connected Thermostat - Initial Install only	\$150	\$200
7.4.3 Ductless Heat Pump Retrofit and Upgrade (BPA-Qualified) - Upgrade only	\$300	\$400
7.4.3 Ductless Heat Pump Retrofit and Upgrade (BPA-Qualified) - Retrofit only	\$1,000	\$1,250
7.4.4 Air-Source Heat Pump Retrofit and Upgrade (BPA-Qualified) - Upgrade only	\$150	\$200
7.4.4 Air-Source Heat Pump Retrofit and Upgrade (BPA-Qualified) - Retrofit only	\$1,000	\$1,125

# Residential Sector

RESIDENTIAL		
IMPLEMENTATION MANUAL SECTION	STANDARD PAYMENT RATE PER UNIT: EFFECTIVE OCT. 1, 2019 - SEPT. 30, 2021	PROMOTIONAL PAYMENT RATE PER UNIT: EFFECTIVE JULY 1, 2020 - SEPT. 30, 2021
10.7.1.1 Ductless and Ducted Mini-Split Heat Pumps Conversion	\$800	\$1,300
10.7.1.2 Ductless Heat Pump Upgrade	\$100	\$300
10.7.2.1 PTCS Air Source Heat Pumps Upgrade	\$500	\$700
10.7.2.1 PTCS Air Source Heat Pumps Conversion	\$1,400	\$1,900
10.7.2.2 PTCS Variable Speed Air Source Heat Pumps Conversion	\$1,600	\$2,100
10.7.2.2 PTCS Variable Speed Air Source Heat Pumps Upgrade	\$700	\$900
10.7.2.3 PTCS Commissioning Controls and Sizing	\$300	\$500
10.7.2.4 PTCS Ground Source Heat Pumps without Desuperheater	\$3,000	\$3,200
10.7.2.4 PTCS Ground Source Heat Pumps with Desuperheater	\$3,500	\$4,000
10.7.2.4 PTCS Ground Source Heat Pumps Compressor Only	\$500	\$700
10.7.4 Air Source Heat Pump Conversion from Electric Forced-Air Furnace to Air Source Heat Pump (without PTCS)	\$800	\$1,300
10.7.5 Air Source Heat Pump Conversion from Electric Forced-Air Furnace to Variable Speed Air Source Heat Pump (without PTCS)	\$1,000	\$1,500
10.8.2 Advanced Smart Thermostats: Standard Payment, Retail, By Request, or Coupon (BPAQ-Qualified)	\$100	\$150
10.8.2 Advanced Smart Thermostats: Direct Install (BPA-Qualified)	\$125	\$175



# Marketing Support will be Available

## New marketing site for promos on BPA.gov



BPA's Energy Efficiency Program is offering new promotions to support regional economic recovery efforts. As a result of the coronavirus pandemic, there has been a downturn in energy-efficiency project uptake, and a disruption in the way contractors, trade allies and field staff perform their duties. End-use customers of utilities are also experiencing financial hardships that prohibit their participation in energy-efficiency programs.

To help customer utilities boost their local communities' economic revitalization efforts, the promotions will increase performance payments and specific measure incentives starting July 1, 2020, through the remainder of the rate period. There are two parts of customer engagement around this promotional effort. Part 1 brings permanent performance payment increases, effective July 1. Part 2 is a targeted promotion for select HVAC measures and is effective July 1; these payments will become available to invoice in early August, when the measure list is updated.

[www.bpa.gov/EE/NewsEvents/Pages/Special-Promotions.aspx](http://www.bpa.gov/EE/NewsEvents/Pages/Special-Promotions.aspx)

## Residential and Commercial Marketing Toolkit

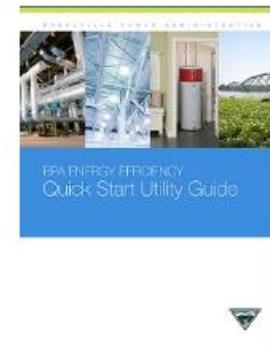


### BPA Energy Efficiency Quick Start Utility Guide

The BPA Energy Efficiency Quick Start Utility Guide is a resource for utility staff who are new to the world of EE. The Guide offers information on how to do business with, and get the most from, the BPA Energy Efficiency program. It also serves as a convenient reference for seasoned professionals who want to brush up on procedures or unfamiliar aspects of the program.

The Guide can be viewed online, or can be printed for use as a hard-copy desk reference.

• [BPA Energy Efficiency Quick Start Utility Guide](#) (Updated 10/19)



[www.bpa.gov/EE/Utility/toolkit/Pages/default.aspx](http://www.bpa.gov/EE/Utility/toolkit/Pages/default.aspx)

## Special promotions section in EE Marketing Portal



Providing marketing resources to empower our utility customers.

BPA Energy Efficiency's Marketing Portal allows our utility customers, trade allies and contractors to customize BPA program marketing materials through a simple online template. Additional marketing tools are also available including original design files, stock photos, and case studies.



Marketing Portal  
[Marketing Portal Instructions](#)  
[Marketing Portal Login](#)



Marketing Tools  
[Commercial Marketing Toolkit](#)  
[Residential Marketing Toolkit](#)  
[Agricultural Marketing Toolkit](#)  
[Social Media Assets](#)  
[Stock Photos](#)  
[Case Studies](#)  
[Special Promotions](#)

[www.bpa.gov/EE/Utility/marketing/Pages/default.aspx](http://www.bpa.gov/EE/Utility/marketing/Pages/default.aspx)

## Plus

- EE marketing team support
- Partnering with Trade Allies
- Tell us how we can help you engage your end-users and service territory

# Increased Performance Payments

Increase performance payments to **\$0.05 (non-SRR)** and **\$0.10/kWh (SRR)** effective July 1

Higher payments automatically calculated, can be adjusted using performance payment calculator

Keep budget caps the same (20%/30%)

# Logistics

- Off cycle IM Update
- Effective for measures completed July 1, 2020 or later
- Measure list REFNOs updated first week of August
- Old measure list REFNOs still available, customers can choose which to use



# Questions?

Bonneville  
POWER ADMINISTRATION

