

Perspectives on Energy Independence

Energy/Facilities Connections

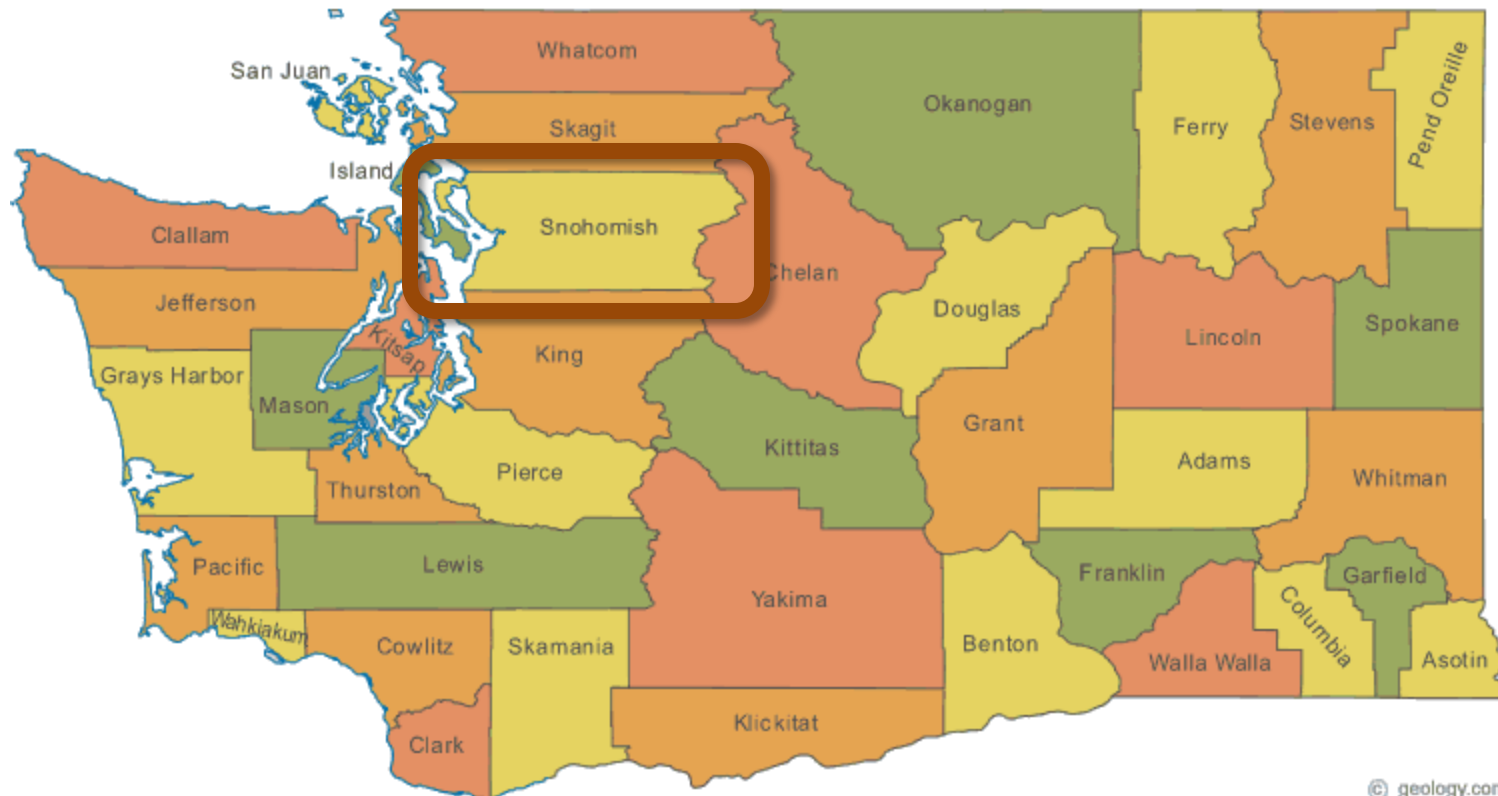
May 13, 2011

Jim West :: AGM, Customer & Energy Services

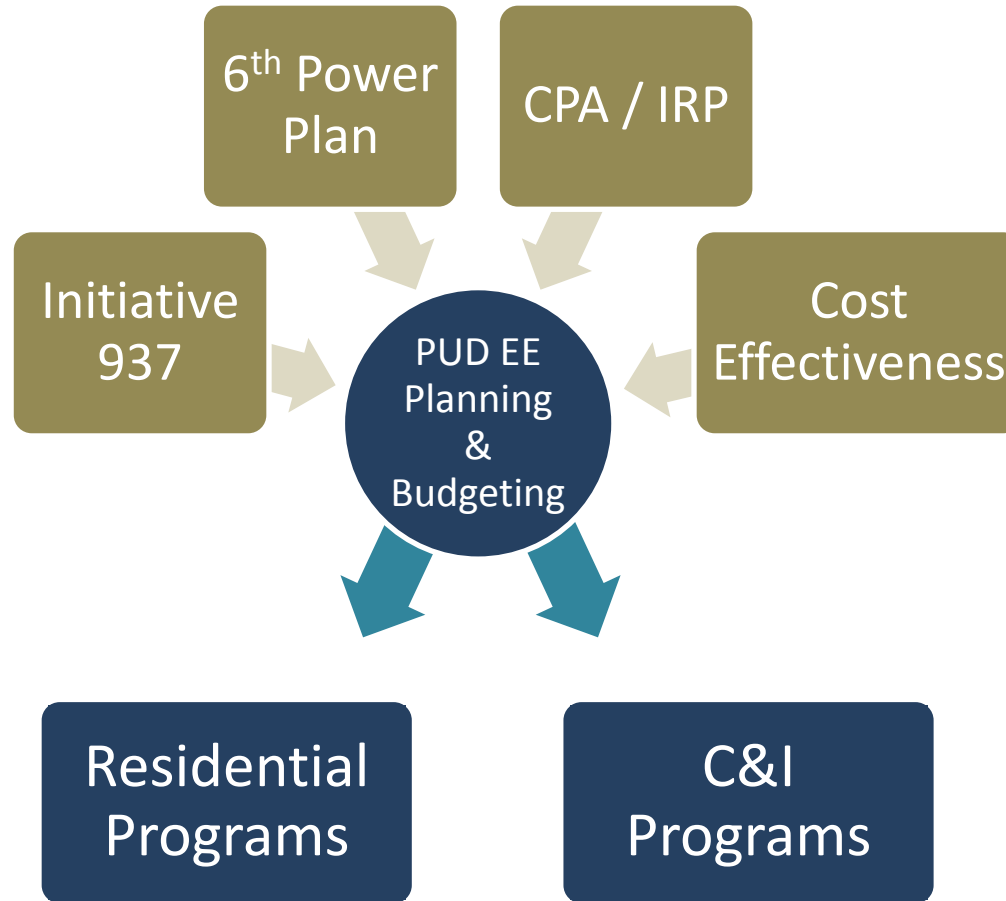


Who is Snohomish County PUD?

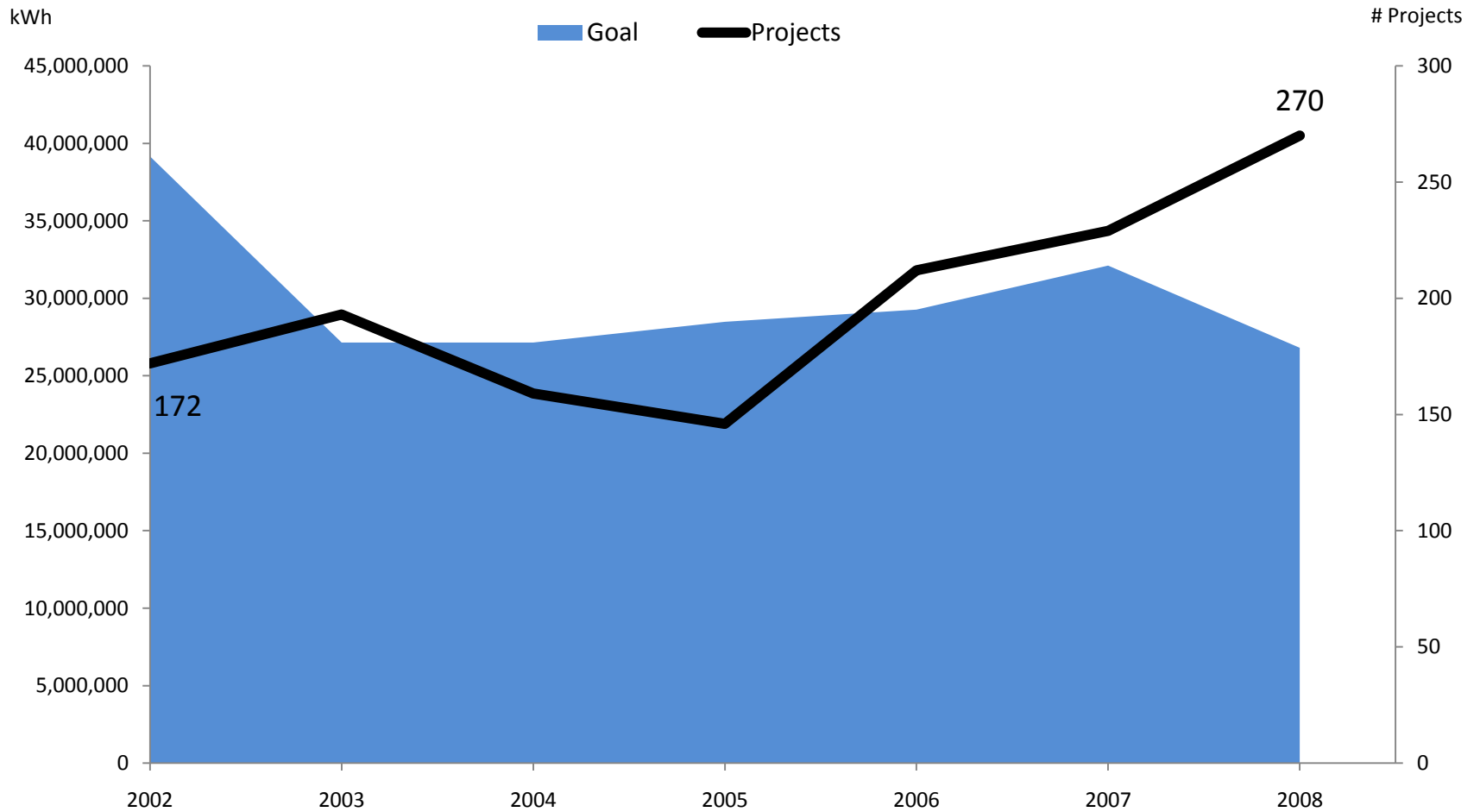
- BPA's largest customer
- Largest public utility district in Washington State
- 320,000 customer accounts



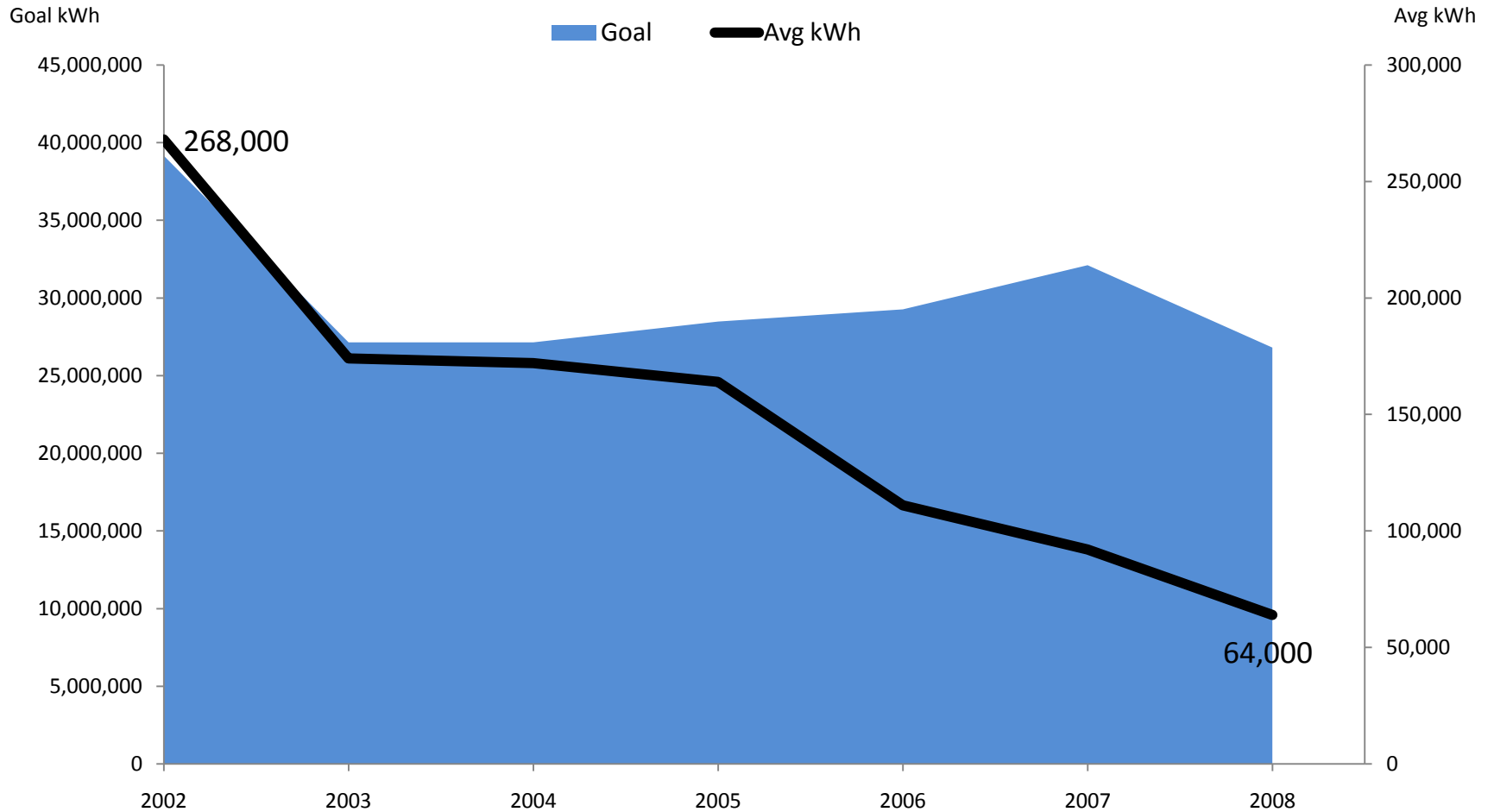
Northwest Regional Context



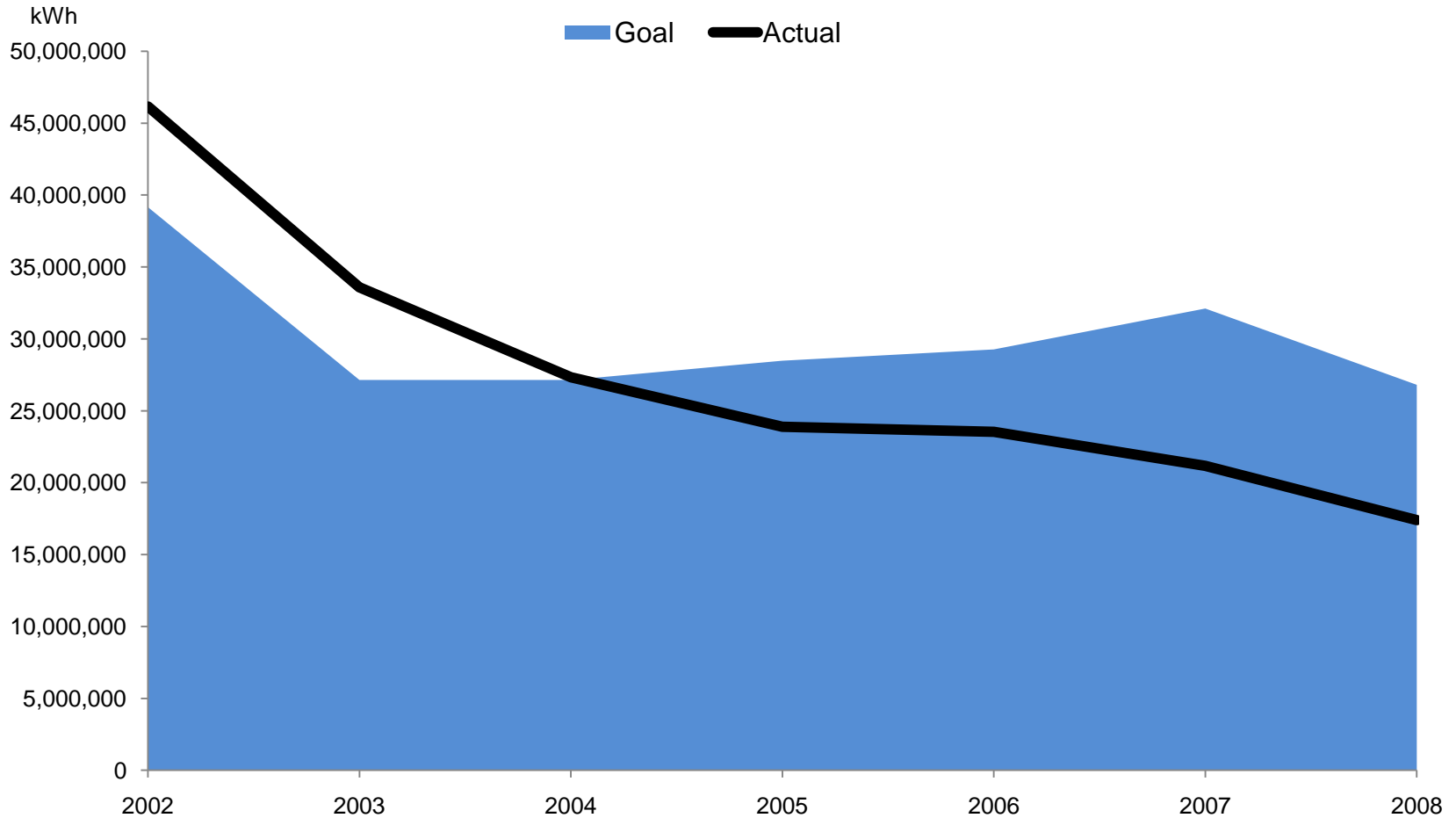
C&I Energy Efficiency 2002-2008



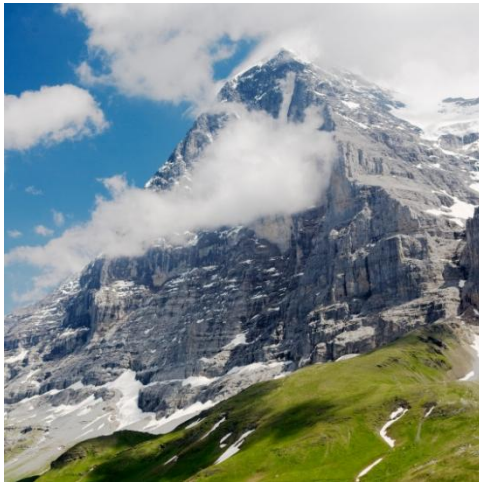
C&I Average Project Size Trend



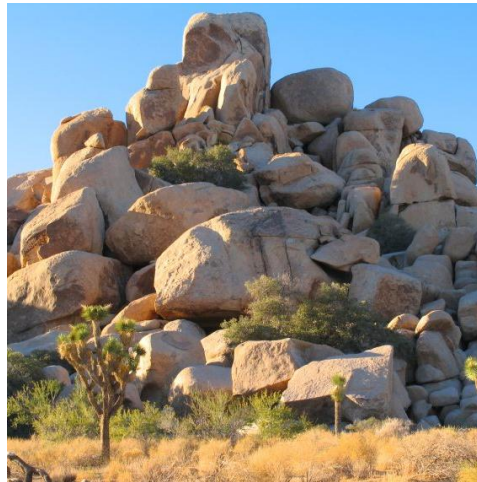
C&I Goal Performance Trend



Mid 2009 - Project Mix



8 Projects
6 Million kWh



21 Projects
5.4 Million kWh



270 Projects
6.6 Million kWh

Photos (left to right). Microsoft.

Joshua Tree Outdoors :: <http://www.joshua-tree-outdoors.com/test.html>

Tamsyn Gregory :: <http://www.flickr.com/photos/27058445@N07/2893031756>

Early 2009 - What Did We Learn?

- Large projects were fewer, but still occurred.
- Projects were funded under tighter financial criteria.
- Large projects were usually process-related loads.
- Many small customers pursued lighting efficiencies.
- Leads *and* authorizations were needed.
- Cycle times needed to be accelerated.

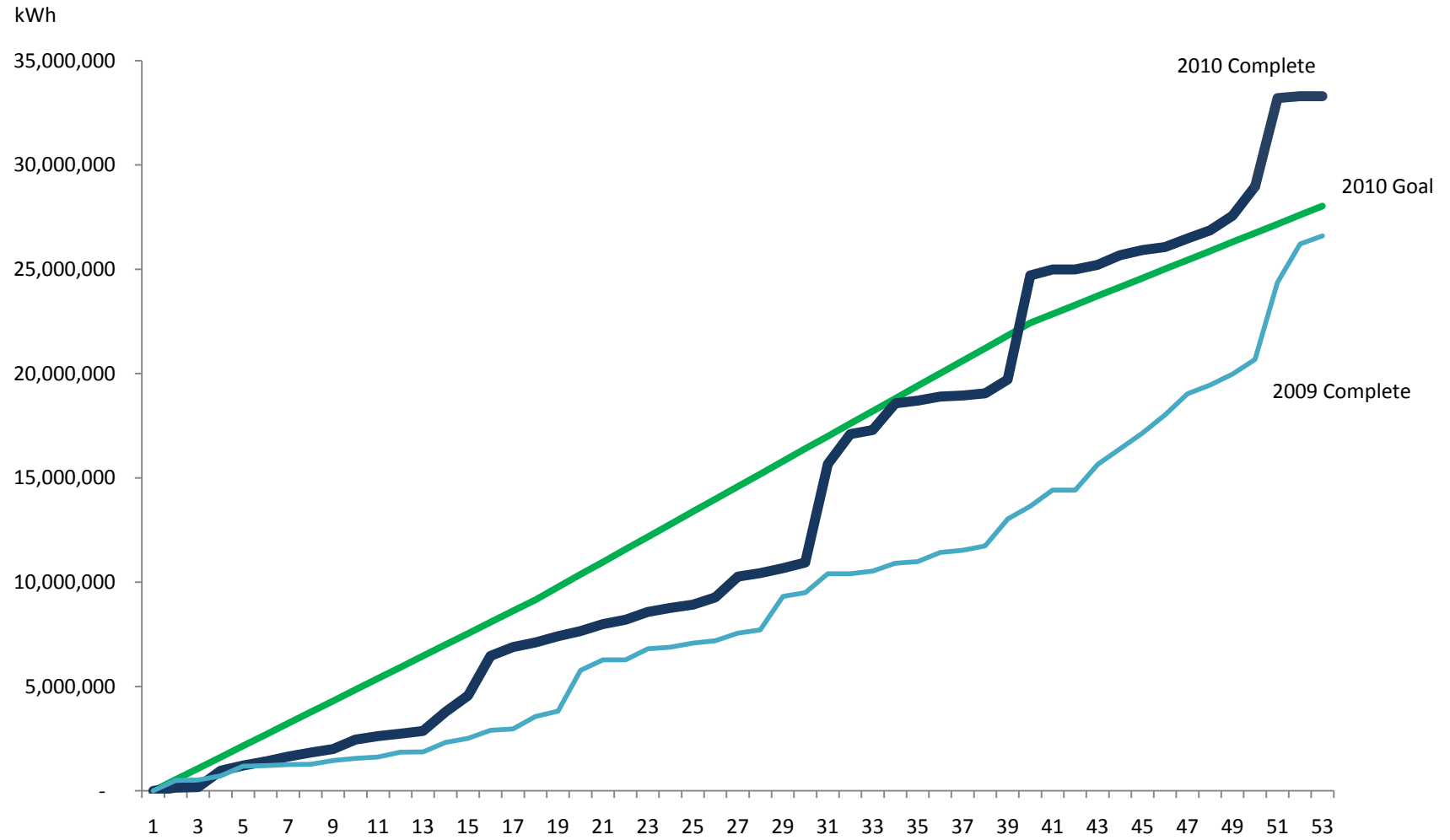
Mid 2009 - Taking Action

- Enhanced Lighting Rebate Program.
- Modified incentive structure.
- One-to-one marketing to key accounts.
- Negotiated incentive terms.
- New program management tools.

2009 Results vs. 2008

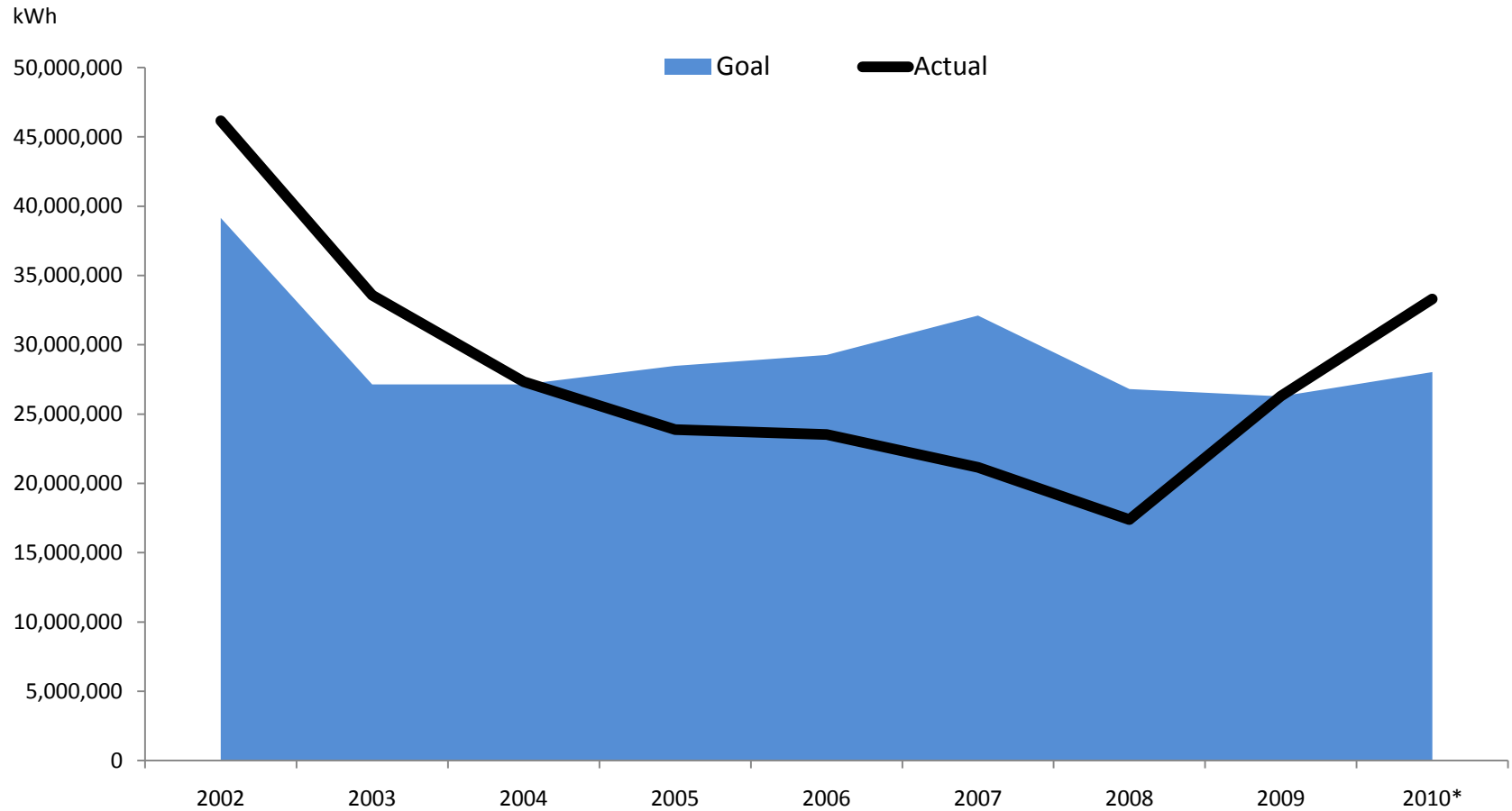
- 60% increase in Program kWh savings
- 90% increase in total number of projects
- 200% increase in small lighting projects

2010 Results C&I Programs



**data through December 7, 2010.*

2002-2010 Changing the Trend



**2010 is an estimated finish, data through December 7, 2010.*

Electric Utility Landscape

- Energy Efficiency
- Demand Response
 - Peak Reduction
 - Renewables & Customer-owned Generation
- Renewable Portfolio Standards
- Smart Grid
 - Inside Out
 - Outside In
 - Data Management

Snohomish PUD

- Energy Efficiency is the cheapest supply option
- Conservation targets are increasing
 - Residential best is new technology
 - Commercial building “deep retrofits”
 - Industrial “plant energy management”
- Smart Grid
 - Inside out – control center to substations to customers
 - Late adopter advantage
- Infrastructure upgrades
- Bridging EE, Customer Service, Operations

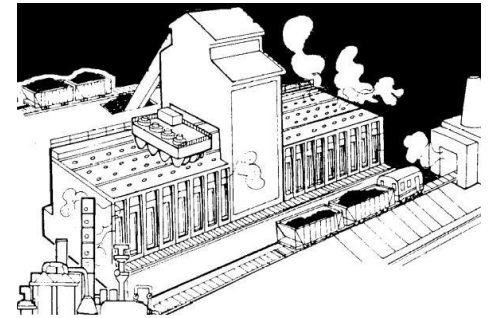
Scale, Segments, Impact



Many Customers,
Small Impact Per
Customer,
Homogenous
Buildings, Diverse
Decisions



Fewer Customers,
Bigger Impact per
Customer, Diverse
but Segmentable



Small number of
Customers, Biggest
Impact per
Customer, Highly
Specialized

Questions?

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