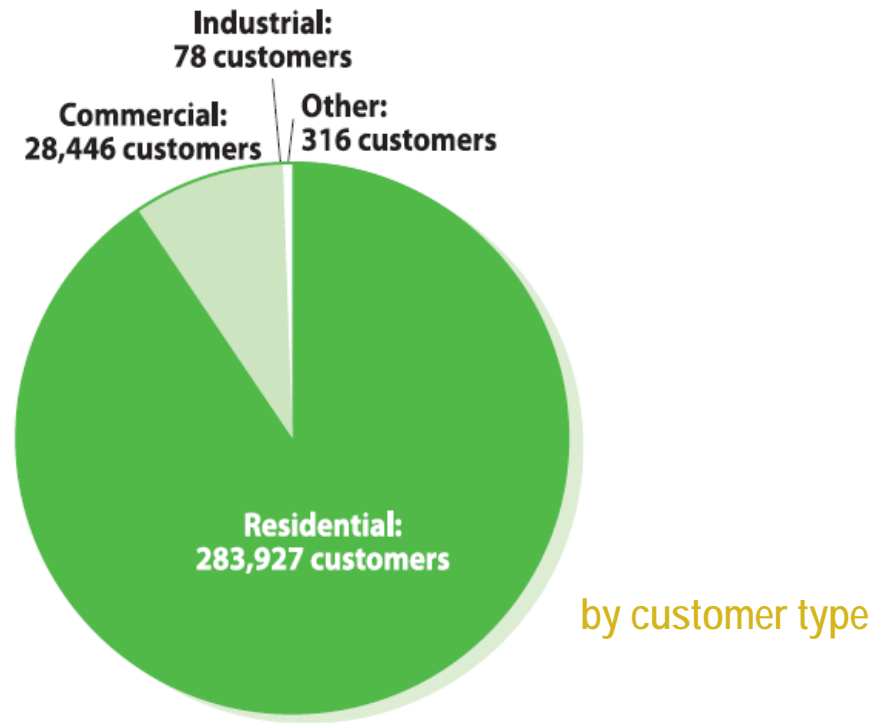
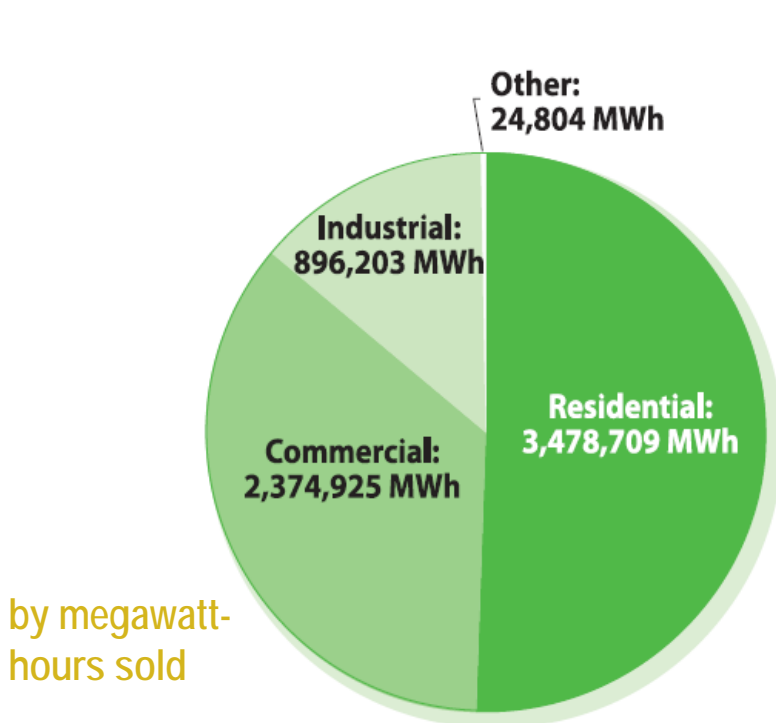

Meeting Growth with Energy Efficiency



Mary Smith
Snohomish County PUD
October 2008

Who We Are?

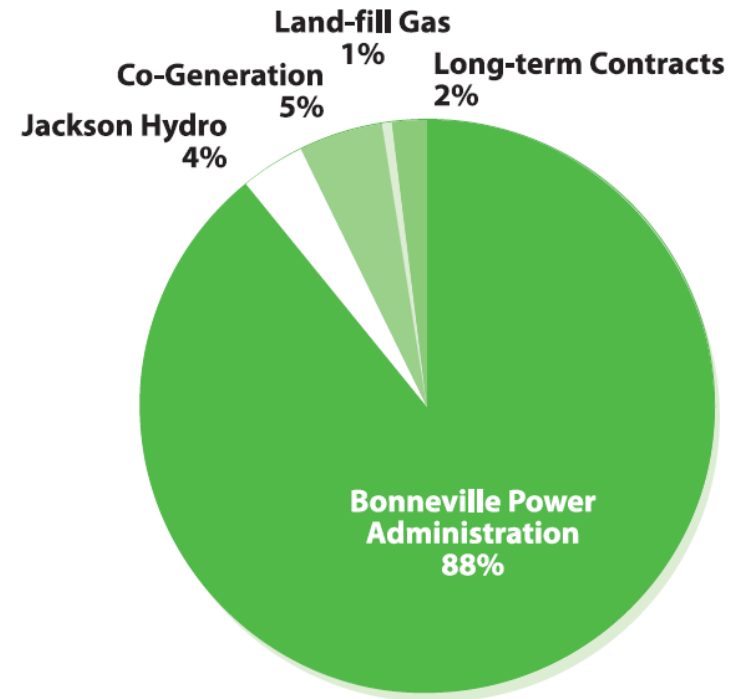
- ⇒ 12th largest public utility in the nation
- ⇒ 312,767 electric customers
- ⇒ Serving Snohomish County and Camano Island – 2,200 sq. miles



How We Meet Energy Needs Today

- Bonneville Power Administration 706 aMW
- Jackson Hydroelectric Plant 30 aMW
- Kimberly Clark Cogeneration Plant 32 aMW
- White Creek Wind 7 aMW
- Klickitat Landfill Gas 5 aMW
- Hampton Biomass 1 aMW
- Short Term Market Purchases

- Historical Conservation Achievements 86 aMW
 - 26 years of program offerings
 - In 1997, the Board allocated 3% of revenues for Public Purpose programs



Commission's Guiding Policy

- Conservation is our resource of choice
- After conservation, pursue a diversified mix of power supplies
 - Large-scale and small-scale renewables
 - Resources in the County preferred
 - BPA

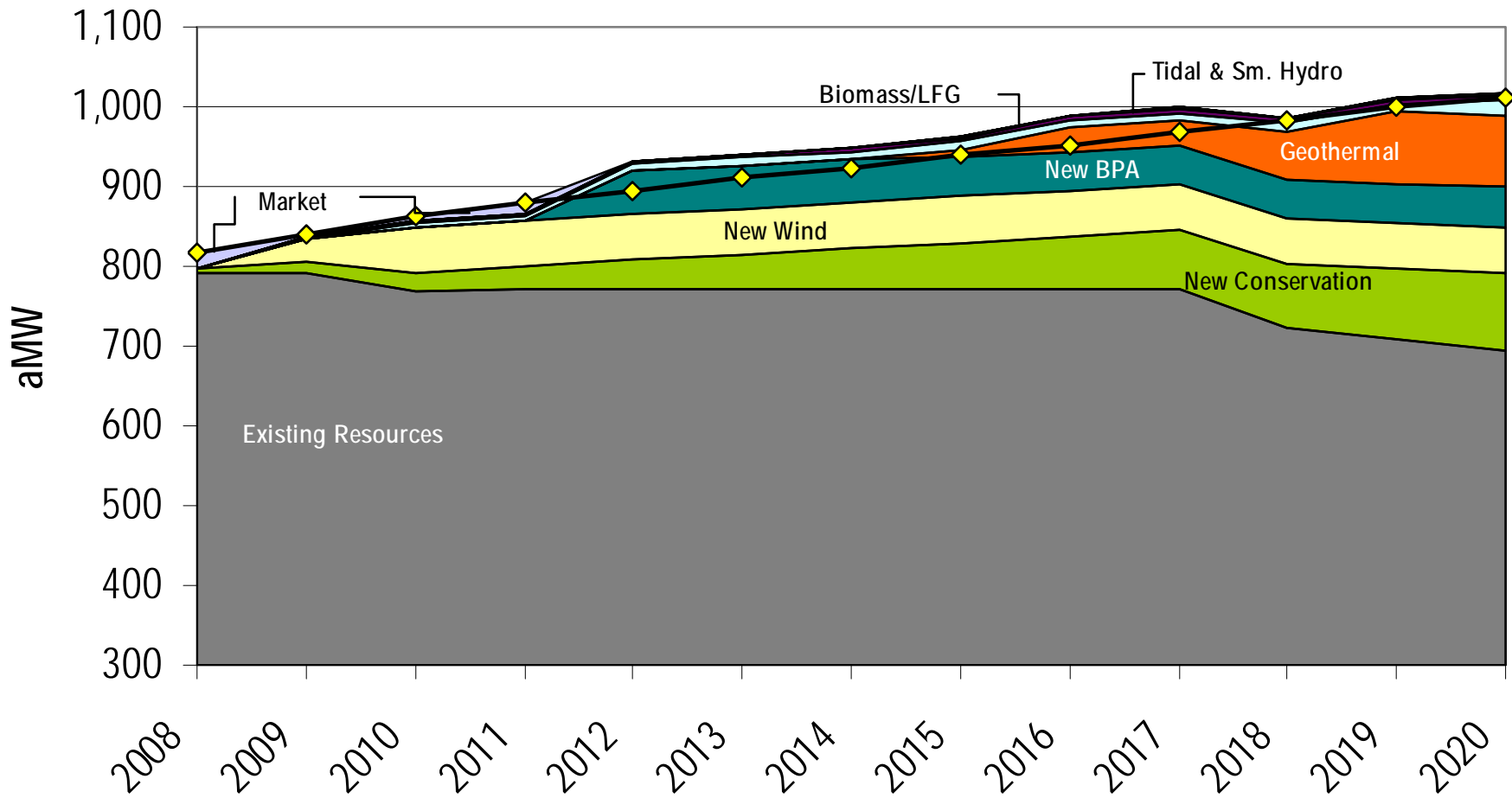


The Proposed Plan

➤ New Resources by 2020:

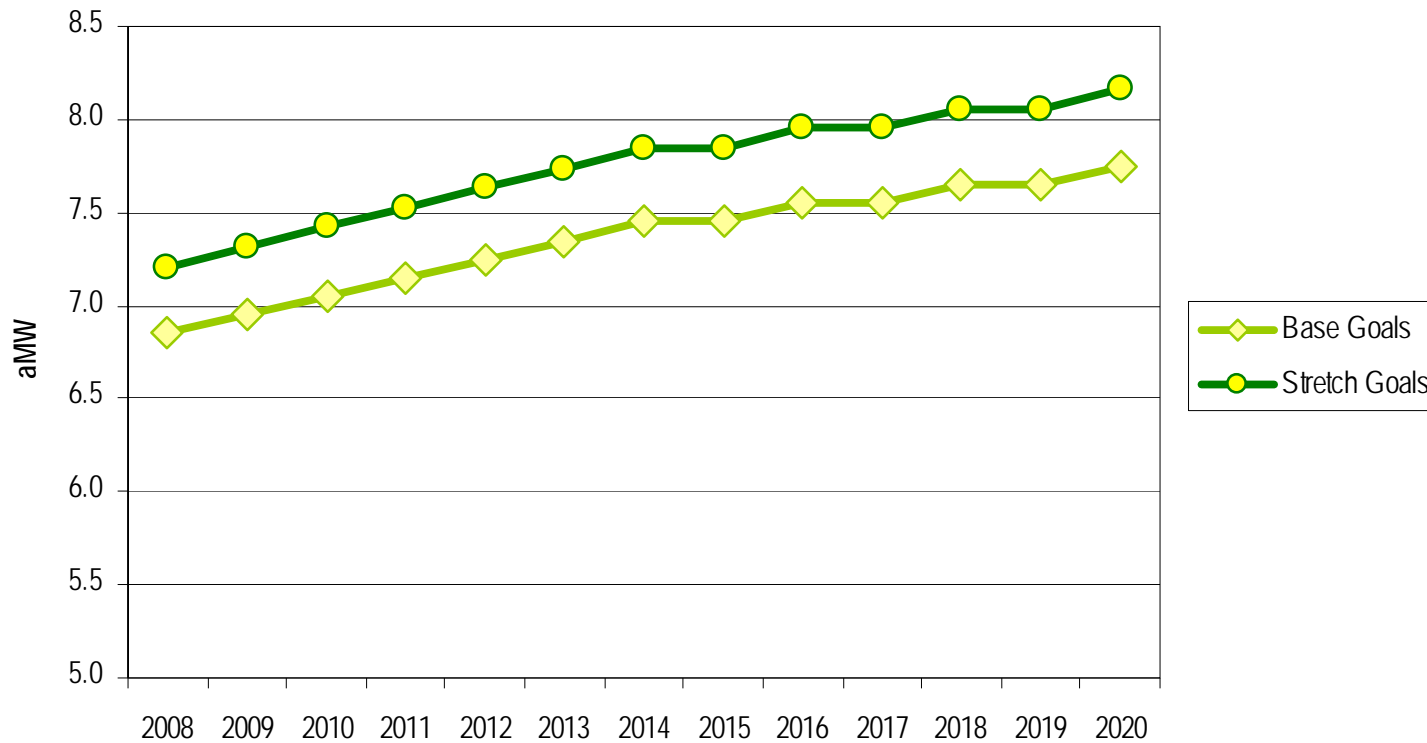
➤ Conservation	96 aMW
➤ BPA Power	50 aMW
➤ Wind	60 aMW
➤ Biomass/Landfill Gas	20 aMW
➤ Small Hydro	5 aMW
➤ Tidal	5 aMW
➤ Geothermal	90 aMW

The Proposed Plan

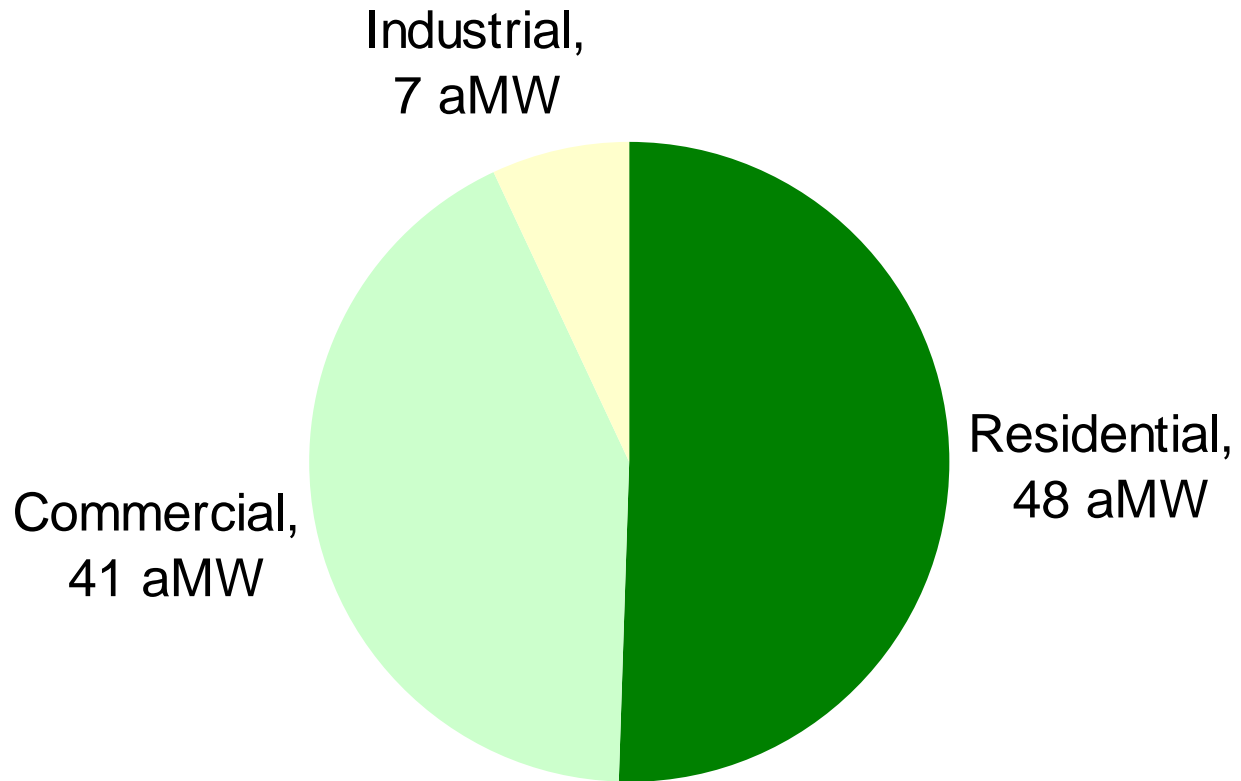


Aggressive Conservation Goals

- ⇒ 96 aMW goal exceeds achievement to date
- ⇒ Plus 5% stretch goal



Achievable Conservation Potential by Sector



2008 Budget and Goals

- ⇒ Base savings target of 6.3 aMW
- ⇒ Stretch savings target of 7.1 aMW
- ⇒ Budget of \$16.1 million – includes:
 - ⇒ Incentives and loans
 - ⇒ Program and support staff
 - ⇒ Implementation contracts
 - ⇒ Research and evaluation
- ⇒ Growing staff – 23 in January → 34 by year end

Residential Programs

2008 aMW Goals

- Weatherization Loans & Rebates 0.13
- Appliance Rebates 0.30
- Compact Fluorescents Ltg. 1.40
- Refrigerator Recycling 0.40
- New Construction 0.05
- Low Income Initiatives 0.14



Commercial/Industrial Programs

2008 aMW Goals

- | | |
|---|------|
| ➤ Existing Building Retrofit Incentives | 2.10 |
| ➤ Prescriptive Rebates - Lighting & Equipment | 0.25 |
| ➤ PECE EnergySmart Program | 0.75 |
| ➤ New Construction Incentives | 0.23 |



Other Programs

2008 aMW Goals

- Conservation Voltage Reduction 0.04
- Participation in Regional Efforts 0.80



Programs Under Development

- A new construction program targeted at multi-family and mixed-use buildings
- Additional prescriptive rebate options for commercial buildings that provide a streamlined participation option for small to medium commercial facilities
- Audit options for residential and business customers to identify energy-efficiency opportunities
- Education programs that provide customers the tools they need to increase awareness and manage their energy use
- Benchmarking tools to help customers compare their usage to regional averages and determine savings opportunities
- Operations and maintenance programs

Also on the Horizon

- Green IT initiative
- LED Lighting
- Heat Pump Water Heaters
- Integrated demand response

Energy Efficiency Goals

- ⇒ **Set aggressive energy efficiency savings goals**
...and meet or beat them
- ⇒ **Build organizational capabilities**
...to ensure long-term success of energy efficiency programs with talented employees and strong analytical capability
- ⇒ **Know Snohomish County customers and trade allies**
...understand what it takes to motivate customers to adopt cost-effective conservation measures
- ⇒ **Pursue innovative programs**
...by implementing best practices, leveraging partnerships, incorporating new and emerging, early-stage technologies and fostering continuous learning

Organizational Capabilities

- ⇒ Program Management, Planning and Evaluation
- ⇒ EE Training to **all District employees**
- ⇒ **Expanded roll** for the Energy Hotline
- ⇒ Increased use of the web - www.snopud.com
- ⇒ Aggressive Conservation Marketing Campaign
- ⇒ In-house focus on emerging technologies
- ⇒ **Increased participation** in the EE professional community
 - ⇒ AESP, CEE, E-Source, EPRI

Knowledge About Customers

- Greater **understanding** of our customers and how they use energy – now and in the future
 - Residential Segmentation Study
 - Commercial Building Stock Assessment
 - Industrial Conservation Potential Assessment
- Stronger **relationships with trade allies**
- Marketing to wider customer **audience**

Additional Innovations

- ⇒ Strong **Business Account Management** Team
- ⇒ Include an **Internal Facilities** EE plan
- ⇒ **Support local communities** striving for sustainability
- ⇒ Expand Partnerships with **neighboring Puget Sound area utilities**
- ⇒ **Cooperate with County** on an environmental agenda (e.g. CFL disposal)
- ⇒ Work to establish **EE industry training program** with local educational institutions
- ⇒ **Local Solar** and other renewable development

2009 PUD Solar Energy Initiatives

- \$1 million program to encourage customer-owned solar energy uses.
- Loans and rebate incentives:
 - Solar photovoltaics
 - Solar water heaters
- Information and educational materials
- Photovoltaic demonstration project



Conservation Sensation Campaign

- ➔ Goals:
 - ➔ Raise awareness **and create excitement** around conservation
 - ➔ **Increase participation** in conservation programs
 - ➔ Effect behavioral **change**



Save Energy • Save Money
★ Loans ★ Rebates ★ Special Discounts

425.783.1700

SNOWHOMISH COUNTY
PUD
PUBLIC UTILITY DISTRICT NO. 1



Be a Conservation Sensation!

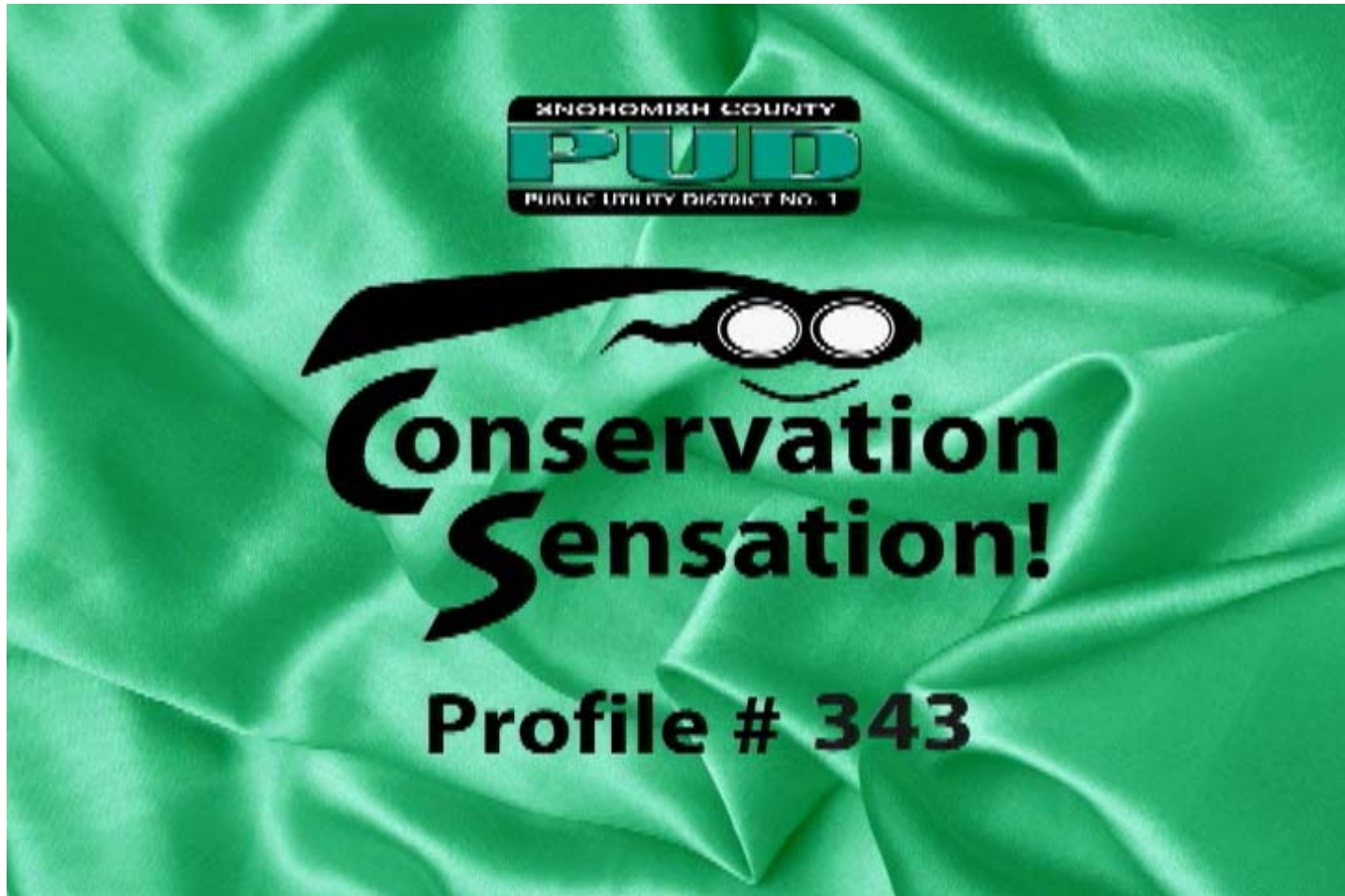
- 💡 We offer you new ways to save energy in your home – page 3
- 💡 Save energy, save money for your business – page 11
- 💡 A green future for us all – back cover

SNOWHOMISH COUNTY
PUD
PUBLIC UTILITY DISTRICT NO. 1

Alice & Heat Pumps



Belmark Builders



Dillon Works





Questions?

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