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Northwest Trade Ally Network
Commercial & Industrial Lighting

Oregon Utility Roundtable

Presented by Brent Barclay
Evergreen Consulting Group, LLC
11/1/2007

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*The conservation challenge....
Where will the savings come from?*

- Of the 42 aMW total annual BPA target
 - ✓ The C&I sectors combined = 62%
- Of the 62% (26 aMW/year)
 - ✓ Commercial lighting = 29% (7.5 aMW)
 - ✓ Industrial lighting = 20% (5.2 aMW)

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Why a Trade Ally Network?

- *To support your utility's local conservation goals!*
 - BPA conducted a utility needs assessment and consulted with the Utility Sounding Board
 - BPA sponsored trade ally research by Itron
 - BPA commissioned Summit Blue to produce a Strategic Marketing Report
 - Cost efficient leverage to increase the number of completed lighting projects
 - Proven regional approach
 - ✓ Energy Trust of Oregon
 - ✓ PacifiCorp
 - ✓ Rocky Mountain Power

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What is the Northwest Trade Ally Network?

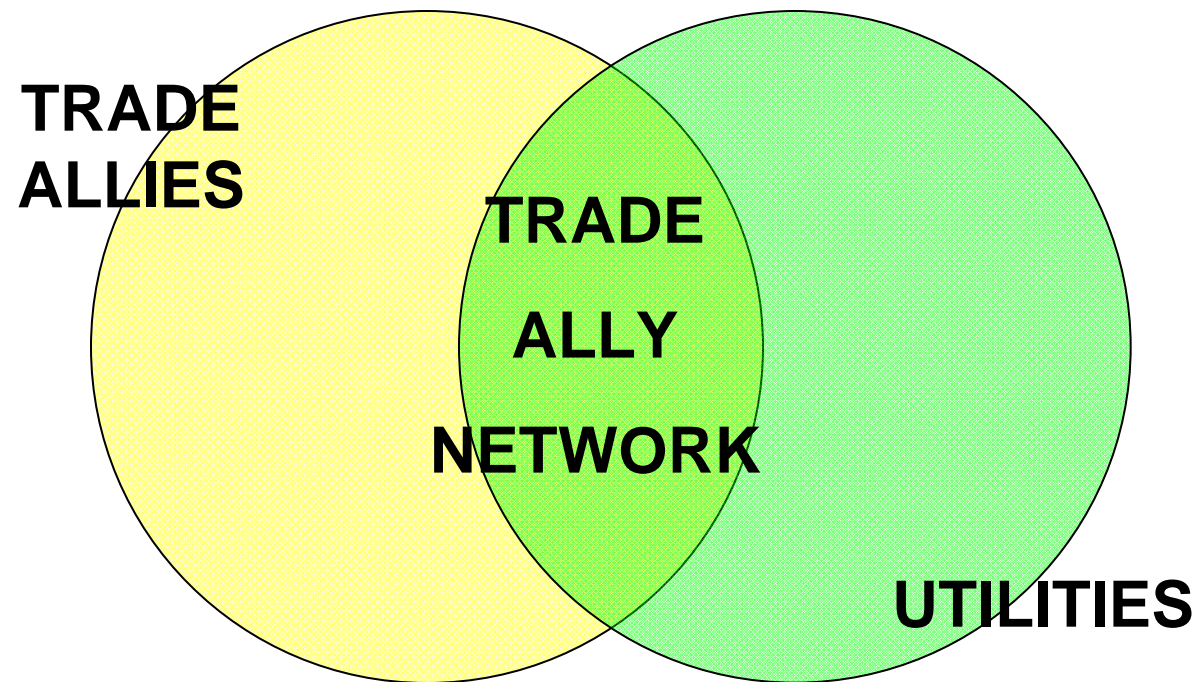
The Northwest Trade Ally Network includes electrical contractors, distributors, manufacturer's representatives, manufacturers, lighting designers, and others that influence the sales and installation of commercial and industrial energy efficient lighting across the service areas of BPA's retail customer utilities”

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Working as Business Partners



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The Approach

- BPA solicitation - Request for Offers
- Contractor selection - Evergreen Consulting Group
- Regional infrastructure - collaboration with ***all*** Northwest utilities
- Planning - Awareness - Delivery

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The Evergreen Team

- Roger Spring - Project Director
- Brent Barclay - Project Manager
- Doug Oppedal - Technical Lead
- Gwen Lusk - Trade Ally Coordinator
- Kelly Frost - Operations Coordinator

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The BPA Team

- Tim Scanlon - Commercial Sector Lead
- Jennifer Eskil - Industrial Sector Lead
- Lisa Perigo - Program Coordinator
- Craig Cirrany - Technical Advisor
- Rosalie Nourse - EER Advisor

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Key Program Elements

- Master list of Participants
 - ✓ Criteria to participate
 - ✓ Enrollment form, review, notification
- Training and Promotion
 - ✓ 11 locations around the region
 - ✓ Promotion & support for other utility & BPA sponsored events
 - ✓ Case studies
- Technical Resources
 - ✓ Lighting technology
 - ✓ Design guides
 - ✓ Financial calculators
 - ✓ Tax credits
 - ✓ Ballast/lamp disposal & recycling options
- Communications
 - ✓ E-newsletter
 - ✓ Website
 - ✓ Toll free Hot Line

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Participant Enrollment

- Download form or request hard copy
- Business contact information
- Business type
- Geographic markets served
- Electrical contractors license
- References - 3 completed C&I lighting projects
- Acceptance letter & certificate

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Bimonthly Newsletter

- Trade allies are the primary audience
- Electronic format with links
- Completed project feature
- Technology articles
- Utility program updates
- Upcoming training and industry events
- Marketing & promotion tips

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www.northwest-lighting.org

- FAQ's
- Enrollment forms
- Utility locator tool
- Trade ally locator tool
- Utility service area maps
- Retrofit design guides
- C&ILO calculator
- Training & event calendar
- Newsletter archive
- Industry links
- Collateral order form
- Tax credits
- Toll-free hotline

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Next Steps

Publish 1st edition of newsletter	November '07
Initiate enrollment campaign	November '07
Launch website	December 2007
Conduct training events	December '07 - March '08
Host Trade Ally & Utility coordination & networking sessions	May '08

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How can my utility benefit from and support the Northwest Trade Ally Network?

- Be represented in the website indicating that you are “open for business”
- Co-sponsor and participate in a recruitment and training event...share information about your lighting program
- Conduct follow-up meetings with trade allies who offer services in your area... invest in building a strong working relationship
- Look for ways to standardize your lighting program (measures, specifications, processes, & incentives) with other utilities in your common markets

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Training & Recruitment Events

Eugene, OR	12/11/07
Portland, OR	1/14/08
Coos Bay, OR	1/16/08
Medford, OR	1/17/08
Bend, OR	1/18/08
S. Puget Sound, WA	Feb 2008

N. Puget Sound, WA	Feb 2008
Tri-Cities, WA	Feb 2008
Spokane, WA	Feb 2008
Idaho Falls, ID	Mar 2008
Kalispell, MT	Mar 2008

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Contact Information

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Questions?
Comments?