



Seattle City Light

Trade Ally Workshop

February 3 & 4, 2009

Jerry Wright

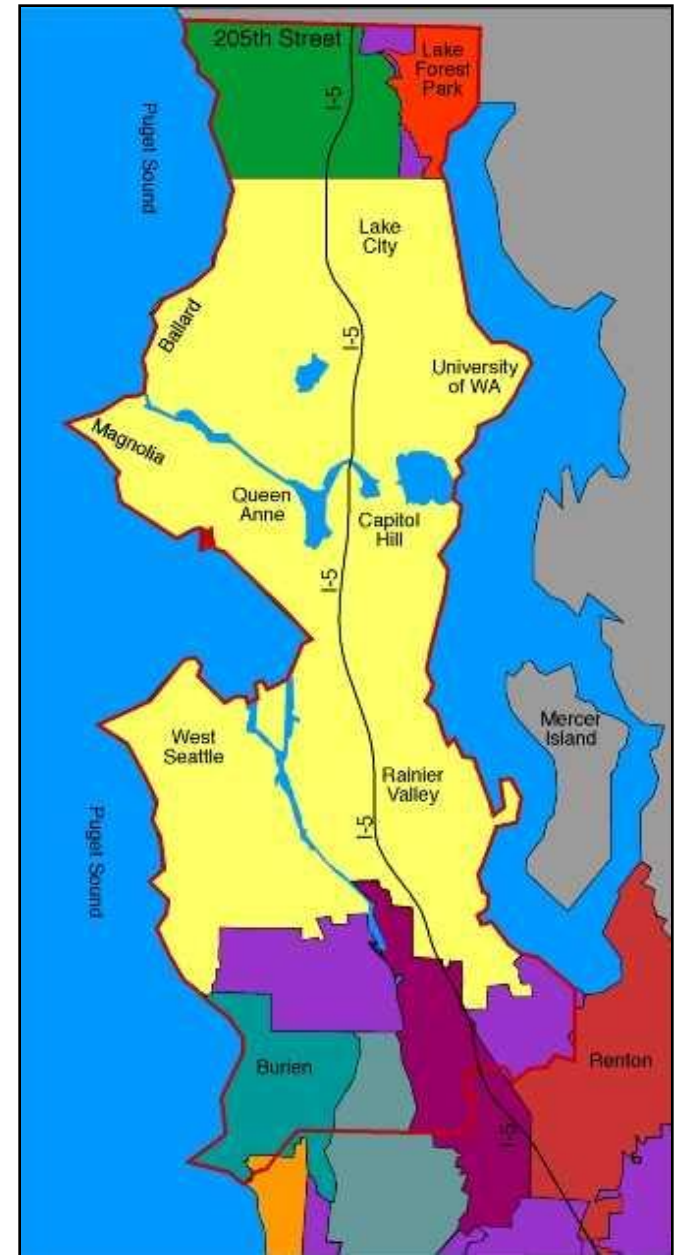
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Seattle City Light

Seattle City Light provides electrical service to the City of Seattle, parts of unincorporated King County, and portions of several nearby municipalities




Energy conservation goals and cash incentives available for energy conserving projects

<u>Year</u>	<u>aMW</u>	<u>MWhrs</u>	<u>\$ Million</u>
• 2008	8.4	73,804	\$25.03
• 2009	12.2	180,521	\$41.94
• 2010	14.5	307,070	\$46.13
• 2011	15.1	439,561	\$50.17
• 2012	15.3	573,807	\$51.33
TOTAL	65.5	573,807	\$214.60

How are we going to help our lighting trade allies earn part of that \$200+ million?

- **Improved tools to apply for incentive cash**
- **Simplified procedures**
- **Training and technical assistance**
- **Improved marketing and communication**

Simplified Lighting Spreadsheet



Facility Name

Form Completed By

Date

Project #

Complete The Blue Areas Only					The Yellow Areas are calculated and filled in automatically														
Line #	Location (Floor, room #, etc.)	H C Cat	Hours / Year	Equip	Existing Fixtures				Proposed Fixtures										
					Existing	Qty	Input Watts / Fixture	Wk / Yr	Proposed Fixture	Fat Qty	Proposed Control Method	Control Qty	Input Watts / Fixture	Fixture Wk / Yr	Fixture Ball Material Cost	Control Ball Material Cost			
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
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*Lin	Click to Add Line																		
										Labor, Miscellaneous, and Tax Total Costs									
										Labor Total Cost									
										Miscellaneous Total Cost (Lift, Permit, Disposal etc.)									
										Tax (3.0%)									
										Total Installed Cost									
										\$ -									
										\$ -									

Simplified Procedures

- **Spreadsheet for lighting projects only**
 - **Simple drop-down menus**
 - **Eliminate need to enter data twice**
 - **All necessary forms included**
 - **Automated rebate calculations**
- **Less intimidating half-page contract in plain English replaces previous 2+ page contract in legalese**
- **Lighting trade ally specialist to help answer questions and reduce contract turnaround time**

Training and Technical Assistance

Lighting Design Lab

- Consultation & Training
- Mock-ups & Displays

Trade Ally Training

- Program Specific – Feb 19th
 - Additional sessions to be scheduled on an ongoing basis
- Marketing materials focus on helping new contractor, customer and City Light employees understand advanced lighting technologies



Improved Marketing

- **Increase demand for energy conservation projects**
 - **Increased marketing of program to smaller customers**
 - **Better materials to help customers understand lighting technologies**
- **Referrals to potential business for trade allies**
 - **The Emerald Trade Ally Network**
 - **Web-based tool to connect customers seeking conservation projects with trade allies able to assist them**

2009 Goal & Incentives



Goal – 100 million kWh

Incentives available to you and your customers - \$42 million

Multi-Family Lighting

- Up To 85% of Project Cost

Smart Business

- Simple Rebate

Large commercial, institutional & industrial

- Up to \$0.20 per kWh
- Up to 70% of Project Cost

Program Contacts

Energy Smart Services – (206) 684-3254

bizcon.scl@seattle.gov

- Medium / Large Commercial
- Industrial
- Institutional
- Government

\$mart Business – (206) 684-3800

rescons.scl@seattle.gov

- Small Business

Multi-Family – (206) 684-4278

rescons.scl@seattle.gov

- Multi-Family Residential



Seattle City Light

Thank You!