



ACEEE Regional Update September 28, 2009

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IT'S A PROGRAM ON CONSERVING ENERGY.

Hagen

Overview - About NEEA



Mission

- Mobilize the Northwest to become increasingly energy efficient for a sustainable future

Funding

- \$100M in 2005-2009, renewal in process
- Bonneville Power Administration (on behalf of ~130 publics)
- Public (Direct Publics): 6
- IOUs: 7
- Energy Trust of Oregon

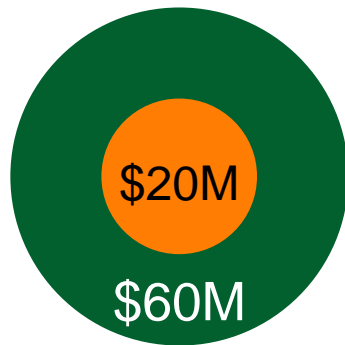
Board Oversight and Supporters

- State governments
- Energy industry representatives
- Public interest groups

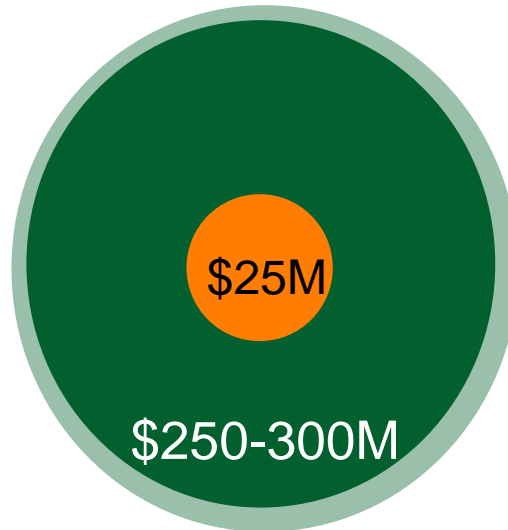
Team:

- Deep bench of expertise
- 37 full-time staff
- National and local partners
- Extensive contractor base

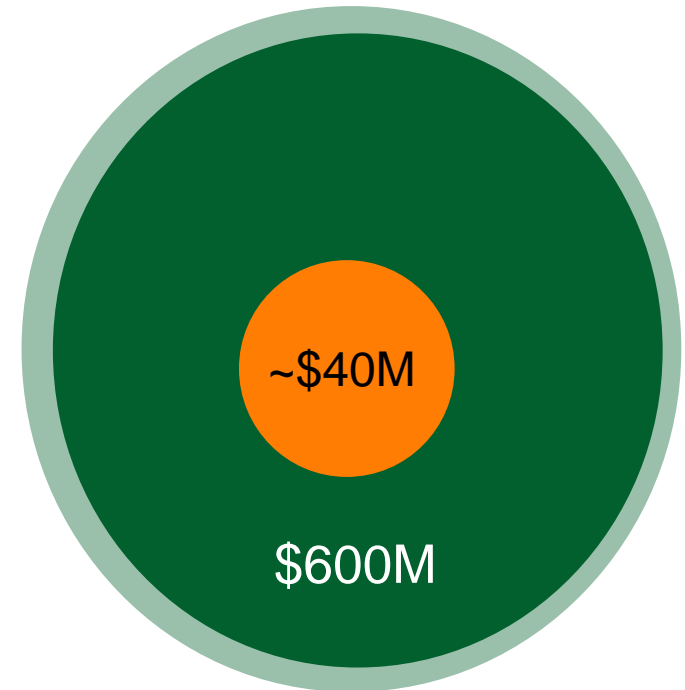
Northwest Energy Efficiency Investment



1995
Deregulation
~33% in NEEA



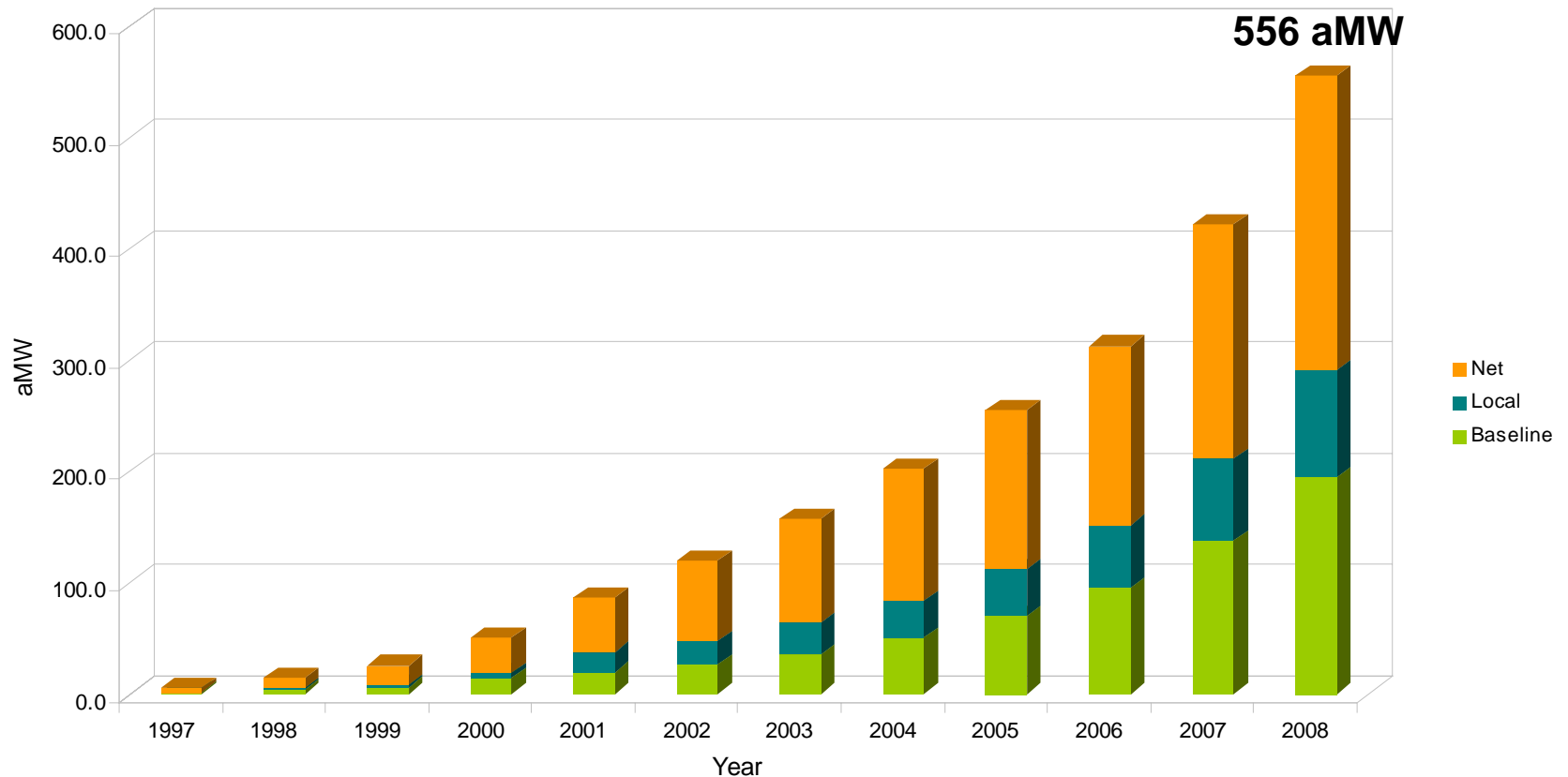
2005-2009 (annual)
Codes and standards accelerate
Climate Change Awareness
~8% in NEEA



2010-2014 (~annual)
Recession
Climate Change
Increased EE Investment
~8% in NEEA

Regional Cumulative Savings

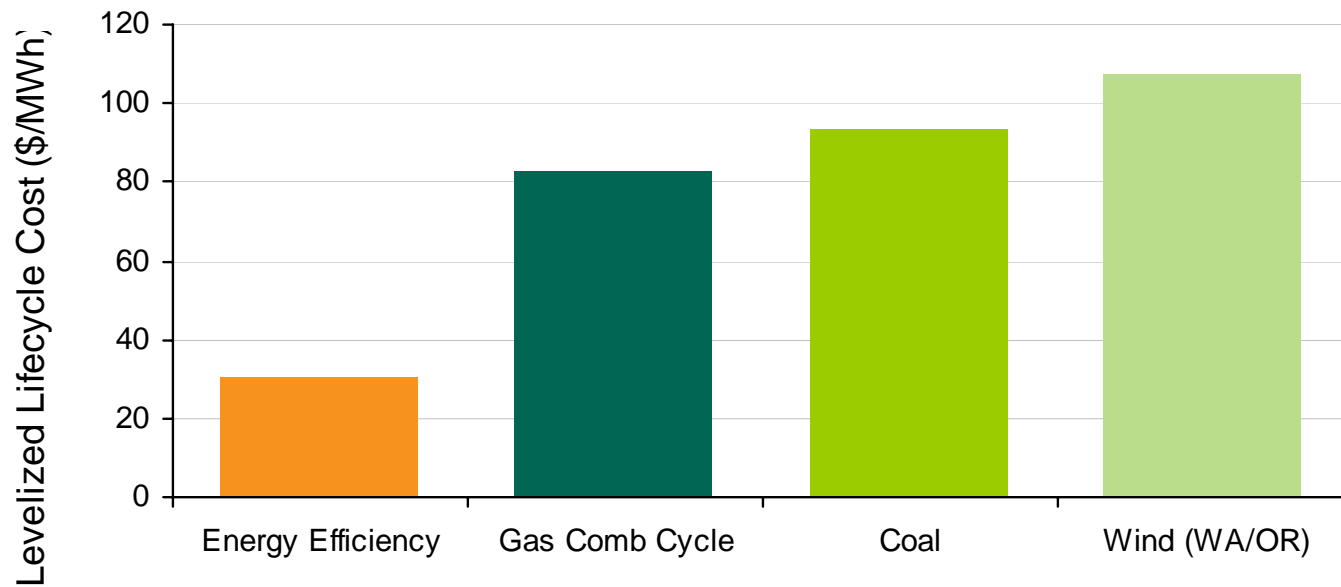
Cumulative Savings



- 556 aMW saved through 2008 (of which 264 are net market effects)
- **Enough to power 182,574 homes for a year**
- Prior investments continue to achieve cost-effective savings (at < 1 cent/kWh)

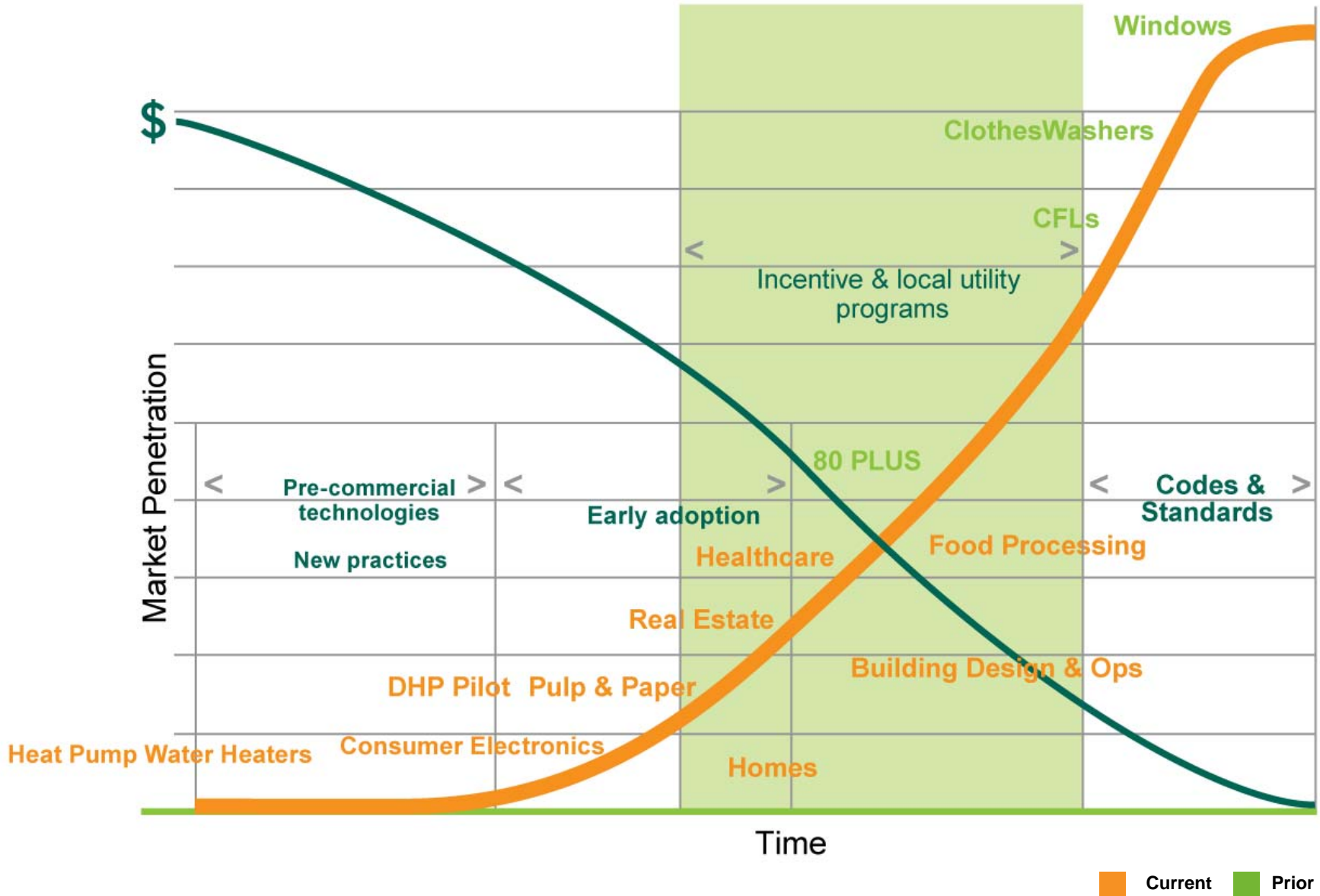
Estimated Comparison: Resource Options

New Electric Resources Options - Early 2020s



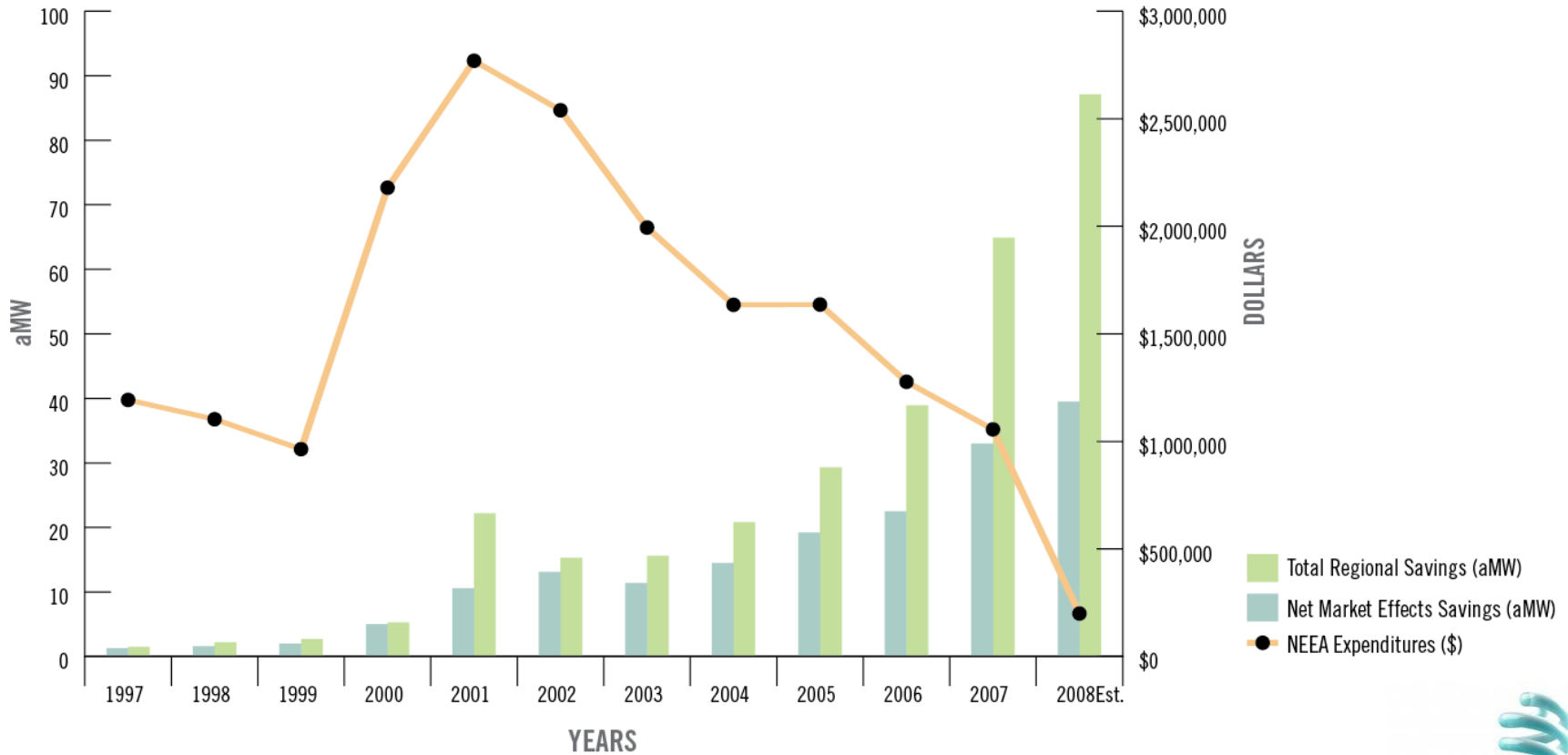
Source: Jeff King, Northwest Power and Conservation Council: DRAFT Sixth Northwest Conservation & Electric Power Plan, Rankine (steam) Cycle Coal-fired Power Plant, Resource Assessment, Dec. 9, 2008

Market Diffusion



Market Transformation: CFLs

CFL MARKET TRANSFORMATION

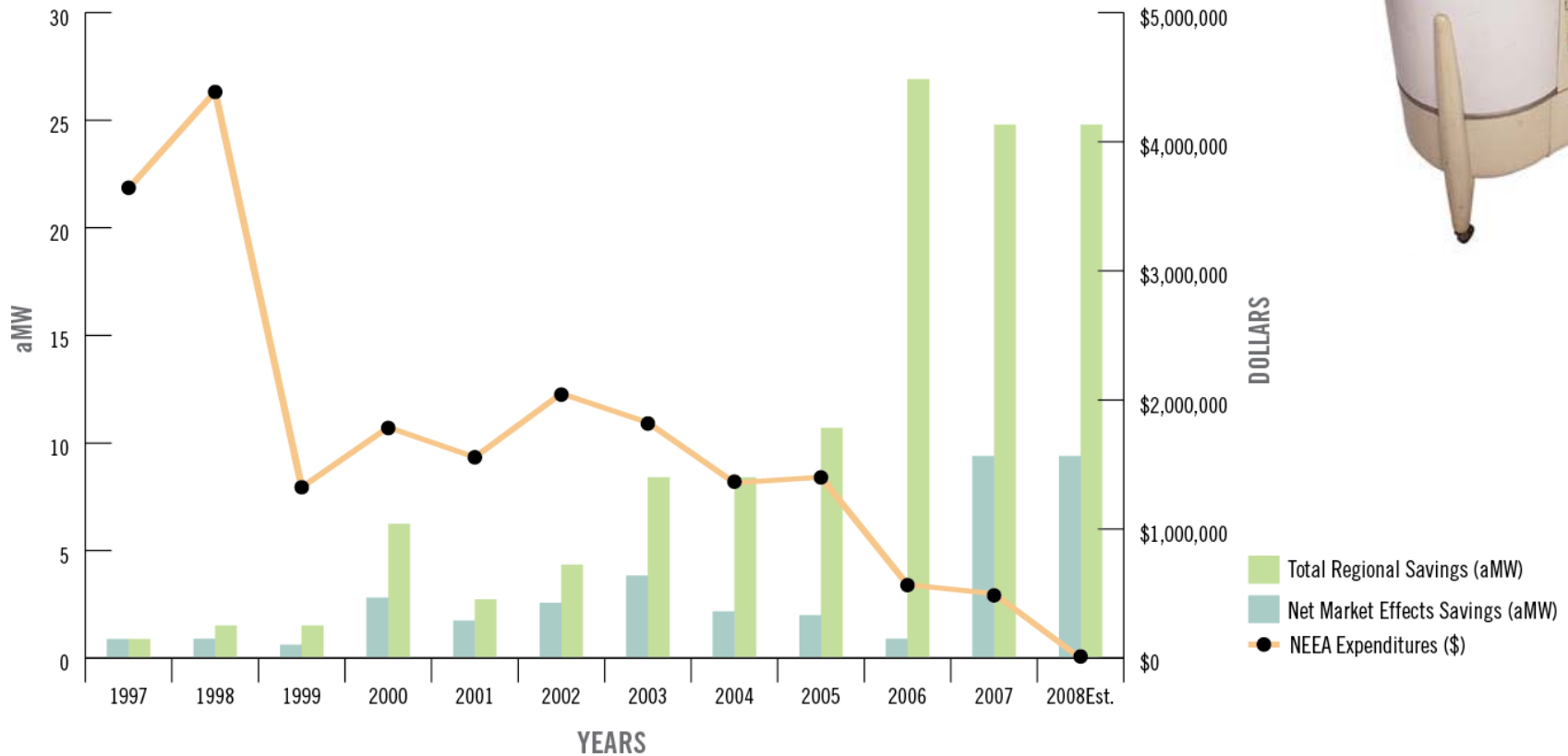


Source: NEEA



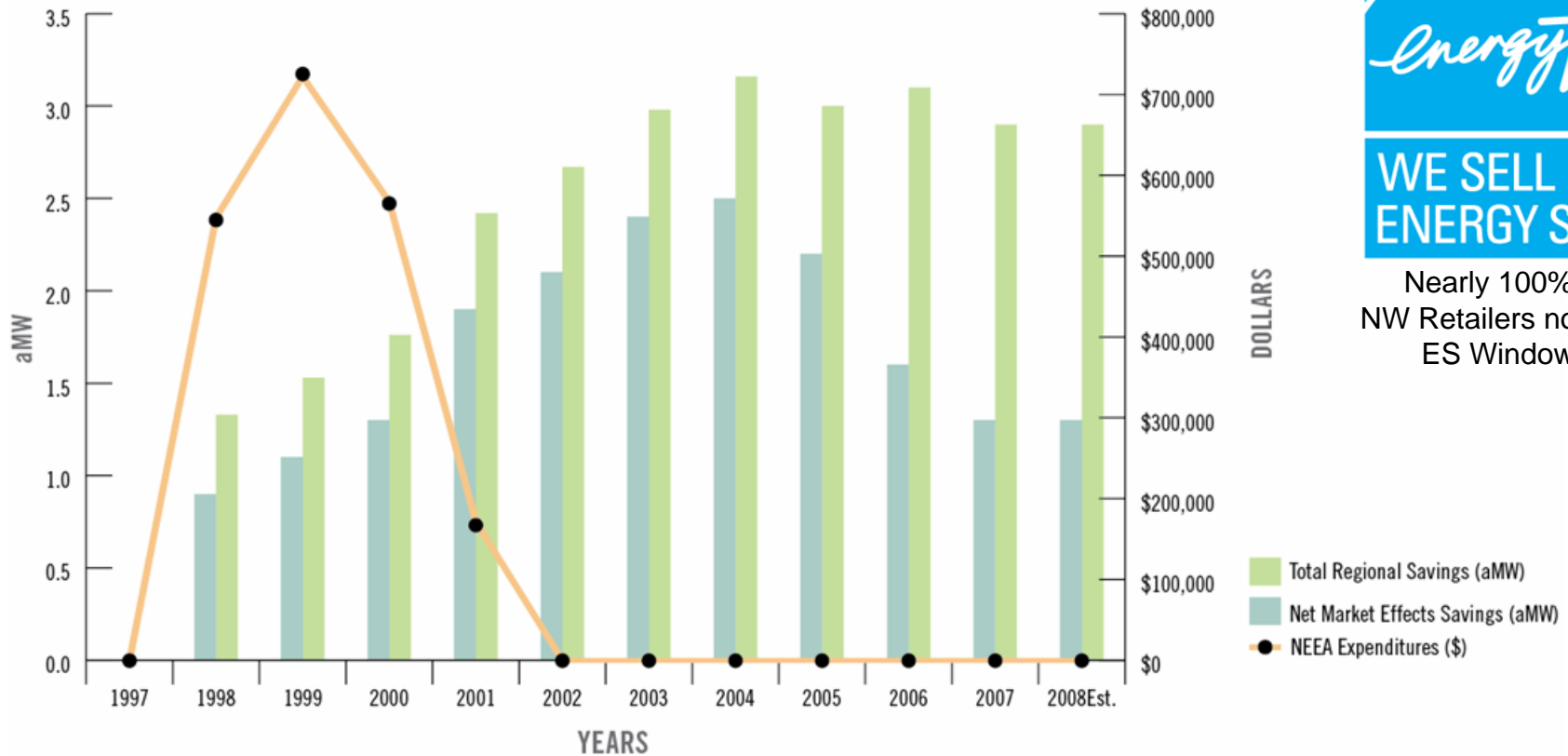
Clothes Washers

CLOTHES WASHER MARKET TRANSFORMATION



Windows

WINDOWS MARKET TRANSFORMATION



Nearly 100% of
NW Retailers now sell
ES Windows

- Total Regional Savings (aMW)
- Net Market Effects Savings (aMW)
- NEEA Expenditures (\$)



1. Increase Market Adoption
2. Help NW EE Orgs Achieve their Goals
3. Build Regional Market Capability via Education, Training, and Technical Support
4. Facilitate Emerging Technologies & Solutions
5. Promote Energy Efficiency
6. Facilitate Regional EE Planning and Implementation

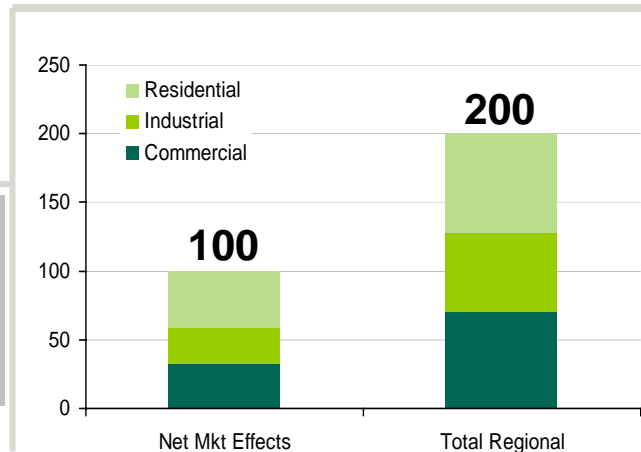


1d. aMW Total Savings Goals for Northwest

5-Year Savings

Total Resource Cost:
2.5 – 3.5 cents/kWh

NEEA Levelized Cost:
2.0 – 2.5 cents/kWh



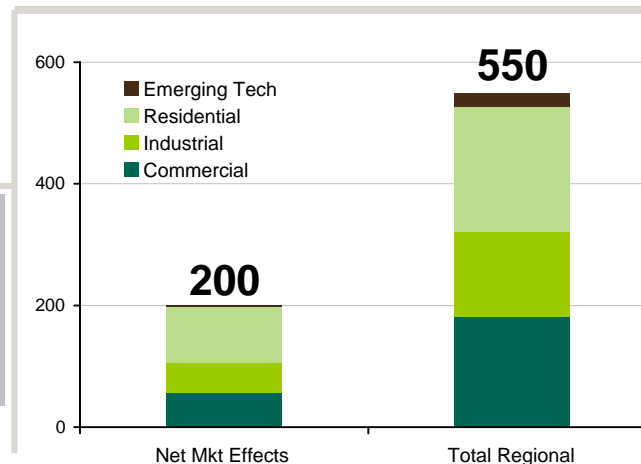
100 aMW is enough
to power
69,000 homes



10-Year Savings (Cumulative)

Total Resource Cost:
2.5 – 3.5 cents/kWh

NEEA Levelized Cost:
2.0 – 2.5 cents/kWh



200 aMW is enough
to power
138,000 homes



EE Initiative Developments



NORTHWEST ENERGY EFFICIENCY ALLIANCE



INDUSTRIAL SECTOR

- Continuous Energy Improvement (CEI)
- Green Motors



BETTERBRICKS
Bottom line thinking on energy.

- Hospitals
- Office
- Design and Construction



CODES & STANDARDS



EMERGING TECH



RESIDENTIAL

- DHP
- ENERGY STAR Homes
- Home Electronics

New Approaches to Energy Efficiency

- Emerging Technologies
 - › Ductless Heat Pumps
 - › Heat Pump Water Heaters
- Home Electronics
 - Upstream market influence
- Partner Services
 - Best practices
 - Market leverage
 - Economies of scale



Policy Impacts

- American Recovery and Reinvestment Act
- I-937
 - Utilities must pursue all possible cost-effective conservation
 - 10 year targets developed and updated every 2 years
 - Renewable targets
 - 3% by 2012, 9% by 2016, 15% by 2020
 - Cost cap to limit risks
- 6th Power Plan
 - 85% of new demand over 20 years can be met with energy efficiency
 - 1,200 aMW over next 5 years

THE WORLD HAS CHANGED



Conclusion

- Market Transformation creates new baselines for energy efficiency
- Energy efficiency is good for the economy
 - Increases disposable income; flows to the bottom line
- Energy efficiency is central in stimulus funds
 - Fuels the economy; grows/protects jobs and U.S resources
- Efficiency helps reduce carbon increases
 - Cap-and-trade system will change energy landscape
 - Energy efficiency helps under every scenario
- Efficiency transformation occurs through combination regional and government/community collaboration
- Efficiency remains our resource of first resort – **LEAST COST & QUICKEST!**





Thank You!



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