

Puget Sound Energy's Comprehensive Multifamily Retrofit Program

Simplified Program Design to Maximize Results

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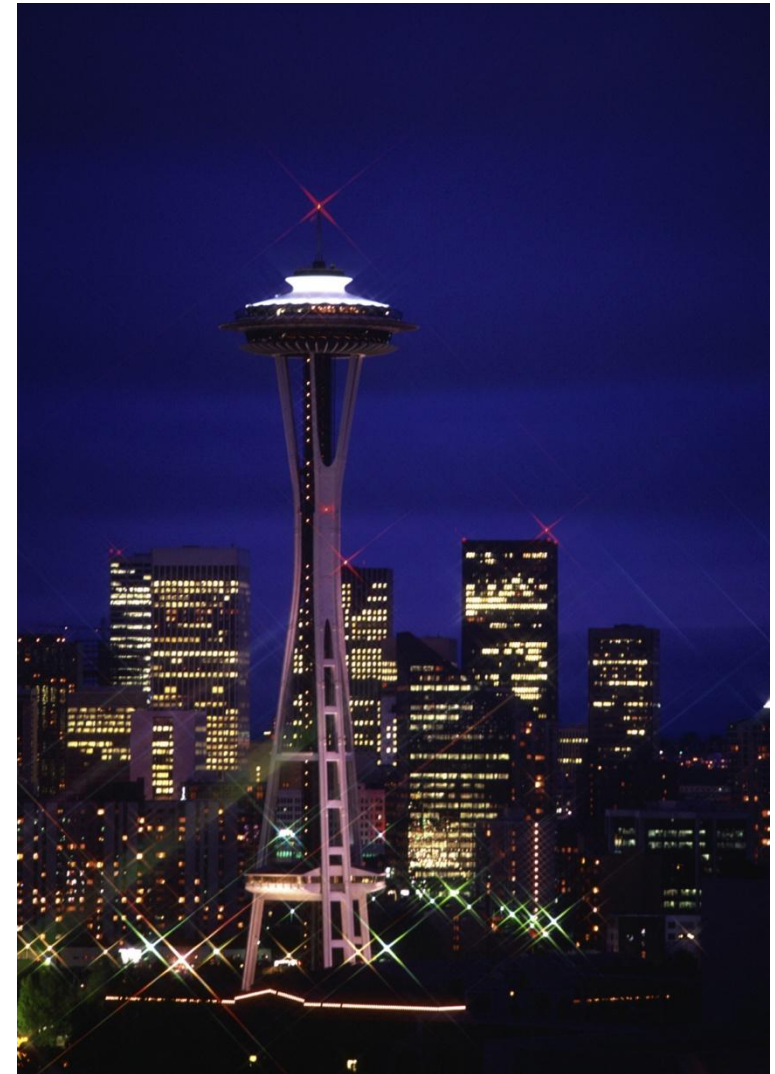
Residential B2B Market Manager

Puget Sound Energy

Tuesday September 24, 2013

Presentation Overview

- Program History
- Challenges
- Solutions
- Program Design
- Contractor Relationships
- Marketing
- Results



Puget Sound Energy

Service – Our Responsibility, Our Pride

Meeting the Puget Sound region's energy needs for more than 135 years with safe, dependable and efficient services



PUGET SOUND ENERGY
The Energy To Do Great Things

About Puget Sound Energy

- HQ in Bellevue, WA
- Washington States oldest utility company providing electricity & natural gas to 10 counties
- 6,000 square mile service area
- 1 million electric and 750,000 gas customers
 - Approximately 250,000 multifamily units
- Annual energy sales (2010):
 - 23.4 million megawatt hours/1 billion therms



Multi Family Program History

- PSE had a multifamily program in the late 90's
Windows & lighting
- Comprehensive program started July 1, 2006
- 2 year program cycles
- RFP process/vendor selection/implementation



The Challenges

- No formal “multifamily program” in place
- Property owners participated in several programs
 - Residential: In-unit measures/appliances
 - Commercial: HVAC/Shell
 - Small Business Lighting: common area lighting
- Lost opportunity: no audit or comprehensive site analysis
- This created confusion for both owners and contractors
- Bring internal & external stakeholders together



Integrated Program Design

- Understand your housing market
 - Low/mid/high rise/campuses/master vs. unit metered
- Created a “one stop” shop for customers & contractors
- Bridged the gap between residential & commercial teams
- Worked with program team to
 - Develop comprehensive measures list (residential & commercial)
 - Used existing processes, forms, calculations etc.
 - Developed comprehensive audit
 - Hired a ESCO to help design & manage program
- Contractors are your allies, treat them well!



Integrated Program Design

- No cost site assessment with summary of eligibility

 - Existing building condition

 - Measure eligibility/prioritization

 - Incentives

 - Contractor referrals

 - Technical support/multifamily hotline

- Customer benefits

 - Single point of contact

 - Identify where customer should invest capital

 - Measures in one application & payment

 - Avoids program confusion

 - Provide project verification

 - Assignment of funds (less out of pocket expense)



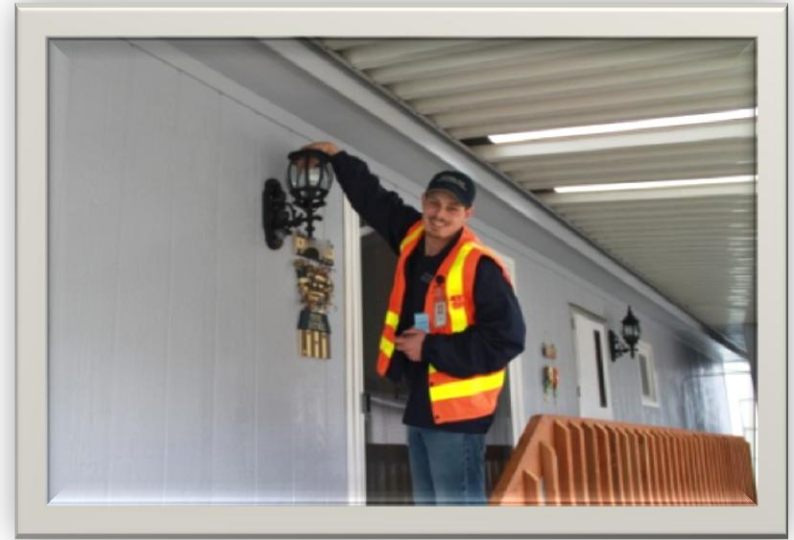
Program Measures

- Directly installed
 - CFL & LED lamps, efficient showerheads, water heater pipe wrap, advanced power strips
 - Energy Star refrigerators (pre 1993) & Energy Star clothes washers (pre 2004)
- Contractor installed
 - Attic, wall & floor insulation, air sealing
 - Window replacements
 - Common area/in unit lighting upgrades
 - Commercial & in-unit HVAC upgrades
 - Appliances



Comprehensive Approach

- DI provides unit information
 - Access to every unit
 - Identify appliance efficiencies & existing ventilation
 - Tenant education leave behind
- Bundle measures
 - Windows with insulation
 - Air sealing with insulation
 - Insulation with HVAC



Program Implementation

- Program resides in the Residential Energy Management group.
- Partnerships included:
 - PSE Commercial team
 - Vendor: program management
 - Contractor Alliance Network
 - Water purveyors
 - Appliance Recyclers
 - Other utilities: shared program & project information



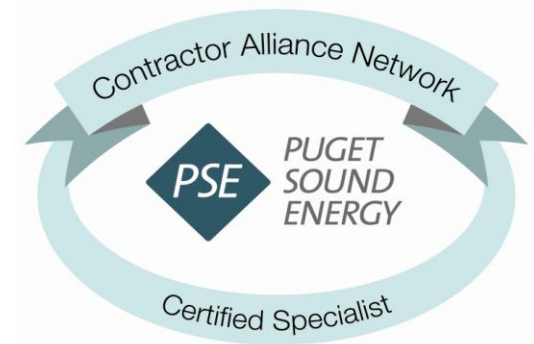
Contractor Relationships

- Contractors are our sales team! We maintain contractor relationships by:
 - Providing comprehensive installation & product training
 - Maintain program measures and specifications
 - Ongoing 2 way communication (email/training /web updates)
 - Initiated a contractor recognition program
 - Co-branding available through our CAN program
 - Members of trade associations



Contractor Alliance Network

- Activated summer of 2012
- Marketing benefits:
 - Ability to partner with PSE
 - PSE contractor badges
 - Streamlined process to connect contractors with customers enhanced the customer experience
- Currently 11 contractors participating
- Performance matrix in place to manage productivity and accountability



Program Marketing

- Program collateral
- Joined multifamily organizations
 - Attend association meetings
 - Purchased booth space at events
 - Submit articles in their publications (typically no cost)
- Develop case studies
 - Provided to property owners at events
- Multifamily open houses
 - Engage residents!
 - Direct installation leave behind (lamp recycling, energy saving tips in 2 languages)



Program Results

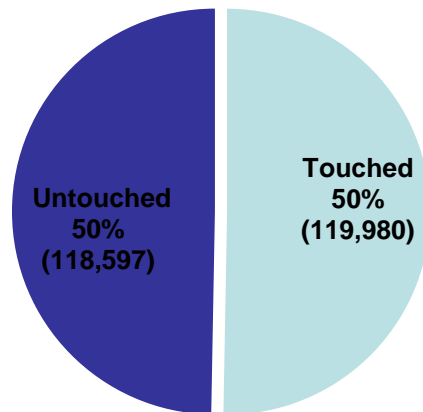
- Program Savings 2006-2012
 - KWh: 97,000,000
 - Therms: 350,000
- Total units served
 - 120,000 units served or 50% of total units
 - 86,000 units served with DI
- 2014-15 goals
 - kWh: 43,000,000
 - Therms: 210,000
- 760 total sites visited
 - All received some DI measures
 - 260 installed additional measures



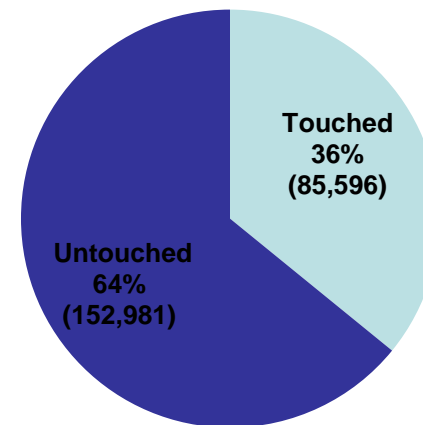
Program Results

- Acquisition costs \$0.45
- 1.9 TRC (2013)
- High participant & contractor satisfaction
- Now have residential/commercial team coordination
- Engaged contractors

Overall units served



PSE-Wide DI Penetration



Thank you!

Questions and Comments?