

Engaging Trade Allies at PSE

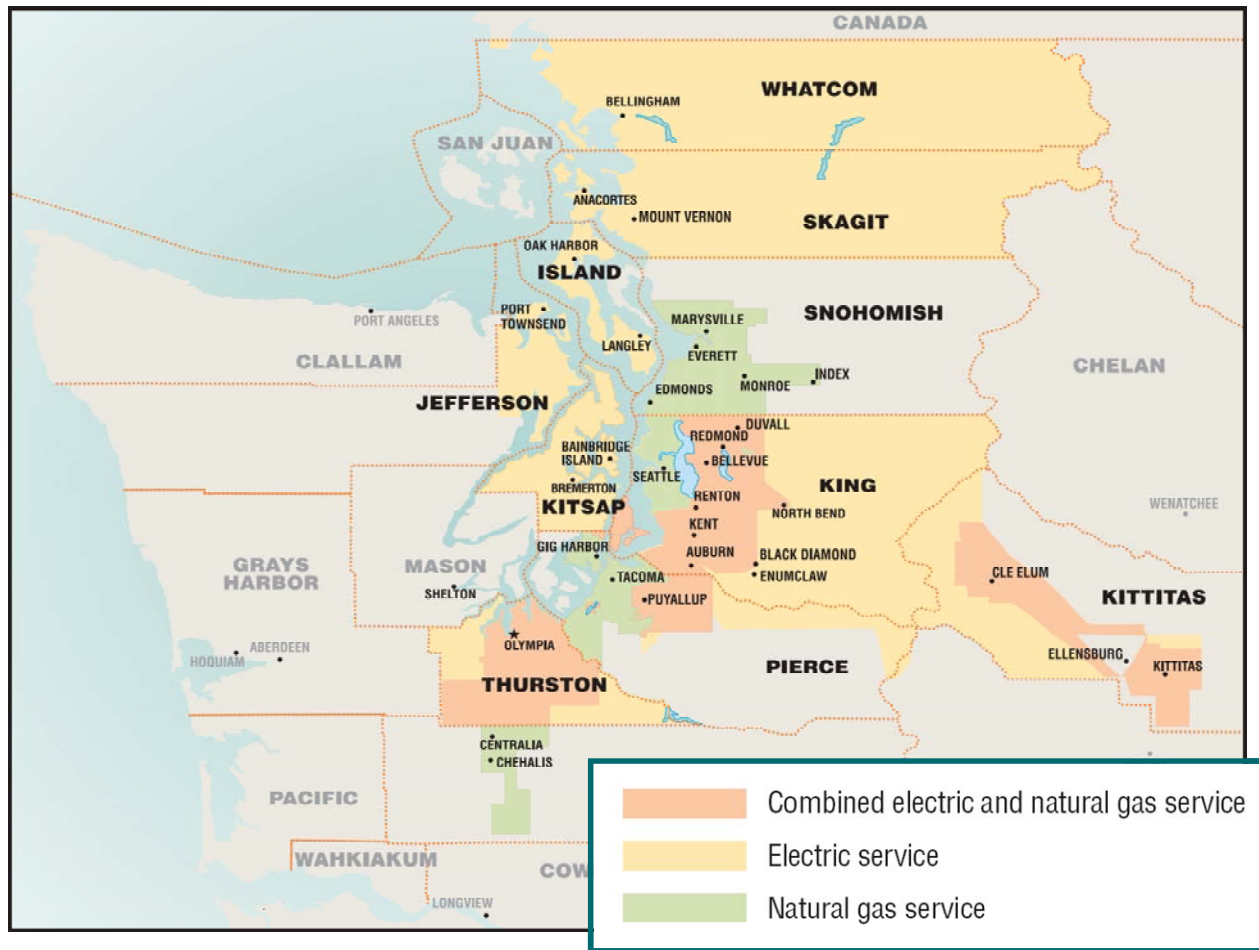
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PUGET SOUND ENERGY
The Energy To Do Great Things

PSE service area



PSE's Small Business Lighting Program

- Targets existing smaller business.
- “Small” is < 50 kW electric demand.
- Serves 111,000 small business accounts.



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- Provides an average of 70% of total cost.
 - 2009 Budget: \$3.8 million dollars.
 - 2009 targeted savings: 9 million kWh



Northwest Trade Ally Network

- PSE invited to participate along with several Puget Sound area public utilities.
- A top resource for Puget Sound utilities, along with the Lighting Design Lab (Seattle).
- www.northwest-lighting.org



Benefits of the NWTAN

- Updates and training in lighting design - from leading experts!
- Northwest Trade Ally Network Newsletter
- Live support for efficiency projects
- Co-marketing materials – helps gain clients and business.
- Lists contractors & lighting professionals - suitable for referral!



HPT8: PSE Implementation

- NWTAN training laid groundwork in 2008.
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- Reduced Wattage lamps encouraged.
- Also Program-start ballasts.
- Education for trade allies.

***HPT8
Reduced Wattage T8
Program-start ballasts***

May, 2009 HPT8 Utility Survey



- 98% of Puget Sound region represented – four major utilities.
- Three/four are currently requiring and promoting HPT8.
- Progress is “steady.”
- Trade ally HPT8 capability varies!
- Staff promotes HPT8 day-to-day.

◇ **What hurdles, if any, do you see?** (Circle any that apply)

- Higher cost.
- Lack of trade ally understanding and acceptance.
- General confusion over what constitutes HPT8.
- Availability and the lead time for ordering.
- The added benefits of using HPT8 are not obvious.

Survey question #6

◇ **What single phrase best directs contractors, distributors and in-house installers to the type of T8 lamp or ballast they need to use?**

1. “Super T8’s.”

2. High-Performance T8 lighting.

3. CEE-listed T8 lamps and ballasts.

4. NEMA T8 ballasts and hi-lumen lamps.

5. Third-generation fluorescent lamps and ballasts.

⑥ Other: Not a point of emphasis in our service territory

- Last question

◇ **The NWTAN has already provided a round of training to trade allies in our area. Should we schedule a second round of HPT8 training?**

- Yes, this is still an important topic. Let's gear training to new contractors, but also refresh and add to the knowledge of previous attendees.
- We should offer the HPT8 training as the smaller of two training topics.
- No, we have too many new topics to cover as it is.
- Let's try to provide continuing HPT8 support by having effective materials available online at the CEE and NWTAN web sites.



- Trade ally approach helps in the HPT8 and controls campaigns!
- PSE focuses on mid-stream players. Create the “pull” for suppliers.
- More projects this year!
- Choose terms carefully – “CEE-listed lamps & ballasts” when you need the added clarity.



Thank you!

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